POPULAR

PHOTOGRAPHY

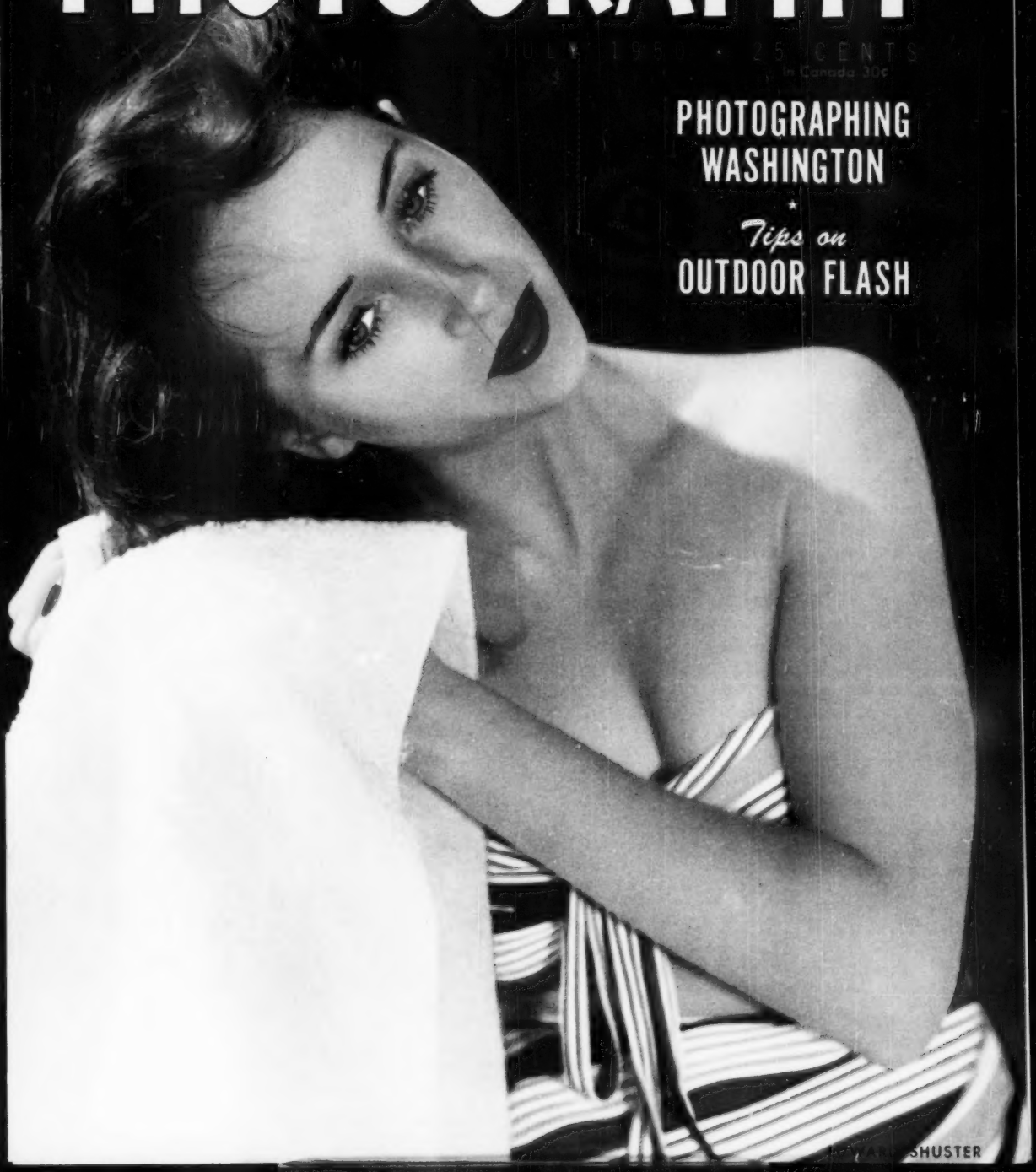
$25,000 PICTURE CONTEST

JULY 1950 • 25 CENTS
In Canada 30c

PHOTOGRAPHING WASHINGTON

*

Tips on
OUTDOOR FLASH

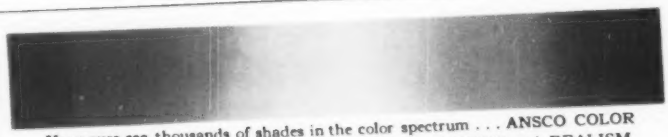


EDWARD SHUSTER

GIVE YOUR "STILLS" NEW DEPTH, NEW REALISM

With Ansco NATURAL Color!

Yes, "THIRD DIMENSION" Realism!



Your eyes see thousands of shades in the color spectrum . . . ANSCO COLOR FILM sees them, too . . . in pictures of sparkling DEPTH and REALISM.

You get what you see with Ansco Color Film . . . *natural* color!

SOFT flesh tones, natural foliage, pastel-blue skies . . . that's Ansco *Natural* Color. Not garish, vivid, over-bright colors . . . but all the subtle, delicate shades and tones found in nature's gorgeous color spectrum.

Moreover, Ansco Color Film *now* captures them for you in crisp, clear pictures with "third-dimension" realism . . . your movies or stills actually spring to life with sparkling beauty. Today, load your camera with the one and only *NATURAL* color film. Truly, it's breath-taking!

Ansco, Binghamton, New York. A Division of General Aniline & Film Corporation. "*From Research to Reality.*"

Look for the Red and Blue box.

Ansco NATURAL Color Film

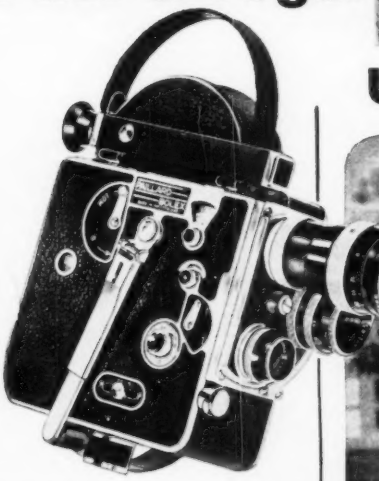
In 120 and 620 rolls, 35mm magazines and 50 or 100 ft. rolls for 16mm cameras

★ ★ ★ ★ AMERICA'S FOREMOST CAMERAMEN PREFER THE BOLEX H-16

Paul C. Vogel

1949 Academy Award Winner, black and white Cinematography on the M-G-M picture "Battleground"

uses the Bolex H-16



NEW! BOLEX EYE-LEVEL FOCUS
All new Bolex H-16 and H-8 cameras now include this fine precision instrument that gives you critical visual focus through the lens, from *behind* the camera . . . *and at no increase in price!* Available for older Model H cameras, $43.41, Fed. tax inc.

Here's why **PAUL C. VOGEL** Prefers the Bolex H-16

★ New Bolex Eye-Level Focus ★ Automatic Threading ★ 3-Lens Turret Head ★ Tri-focal Tubular Viewfinder ★ Parallax Correction Down to 18 Inches ★ Focal-Plane Type Shutter 190° ★ Needs Oiling Only Once in Three Years ★ Frame Counter Adds and Subtracts ★ Cable Release Can Be Used ★ Audible Footage Indicator ★ Footage Counter Automatically Returns to Zero ★ Variable Speeds from 8 to 64 Frames Per Second ★ Camera Can Be Motor Driven ★ Hand Crank Operation 100 Feet Forward or Reverse ★ Camera Can Be Used for Printing ★ Single Frame Exposures 1/20 sec. to 1/25 sec. ★ Time Exposure ★ Single Claw Operation Adaptable to Sound Film.

*The Heart of a Perfect Picture is a **KERN-PAILLARD LENS**

Standard of Quality and Precision the world over, Kern-Paillard Lenses are computed, designed and constructed by Swiss precision craftsmen . . . there is nothing finer in the Home Movie field.

FOR THE BOLEX H-16 *(Lens prices include Fed. tax)*

Switar 1" f/1.4	$183.75
Pizar 1" f/1.5	97.00
Yvar 15mm f/2.8	78.75
Yvar 3" f/2.5	128.34

FOR THE BOLEX H-8

Switar ½" f/1.5	$160.42
Yvar 25mm f/2.5	68.25
Yvar 36mm f/2.8	89.54

Kern-Paillard lenses, for Model H cameras, are in focusing mount, fully color-corrected, specially coated.

MONNA KNOX, Hollywood Movie Starlet, is shown here in actual enlarged frames from a Home Movie sequence made by Paul C. Vogel with the Bolex H-16. This fine enlargement is possible because the exclusive shutter mechanism of the Bolex, in combination with its fine Kern-Paillard* Lenses, assures faultless registration of the image on the film.

The BOLEX H-16 *Less Lens, $282.50* (no Fed. tax)

WHETHER you prefer color or black-and-white for *your* Home Movies, you can depend upon Bolex to give you the *exact* picture you want *every* time—in every climate . . . under all conditions! And with the "gadget-less" *ease of operation* that Home Movie Makers demand!

Created and produced by exacting Swiss precision craftsmen, Bolex Model H cameras are faultless instruments preferred by amateur picture makers the world over because *Bolex gives them professional results!*

See *your* Bolex dealer today and get the "feel" of a Bolex. Handle it. Sight it. Check its "gadget-less" operation. You'll learn *why* America's foremost Cameramen prefer the Bolex for their *own* Home Movies!

NOTE: The Bolex Model H Camera is available for either 16mm or 8mm film size—exactly the same camera in every detail.

MOTION PICTURE CAMERAS

Bolex Cameras are sold and serviced through leading camera dealers everywhere.

PAILLARD PRODUCTS, INC.,
265 Madison Avenue, New York 16, N. Y.

Gentlemen: Please send me free descriptive booklet on Bolex cameras and Kern-Paillard lenses, and name of my dealer.

Name _____

Address _____

City _____

State _____ PP-7-50

POPULAR
PHOTOGRAPHY

Trade Mark Registered U.S. Patent Office, No. 342417

Editor: Frank Fenner, Jr., APSA, ARPS
Technical Editor: Robert L. McIntyre
Eastern Editor: Norman C. Lipton
Associate Editors: John Alden, Thomas W. Blair
Assistant Editors: Maurice L. Fisher, Marvin Rubin
Art Editor: Sydney Barker
Advertising Manager: Herbert E. Hayden

JULY, 1950

VOLUME 27 NUMBER 1

It's a Dog's Life . . . . . Color by John Bright 34
Picture Adventure Abroad . . . . . By Anthony Linck 38
Working with One Model . . . . . By Edward Shuster 44
Pattern Maker . . . . . Pictures by J. W. McManigal 48
The Figure in the Picture . . . . . By Russ Whitaker 50
Your Camera at the Capital . . . . . By Arthur L. Schoeni 52
Flash in the Sun . . . . . By Johnny Austa 56
Infrared Packs a Punch . . . . . By James Arthur Stewart 76
Wellington Lee, Photographer 80
Pictures from Readers 87
Amateur Movie Section 101
Film the Fun of Flying . . . . . By Joseph V. Mascelli 101
New Style in Flash . . . . . By Norman C. Lipton 122
90-Second Developer . . . . . By Norryle English 128

SUMMERTIME 62-75

A pictorial presentation to help you plan your summer shots. The fine photographs reproduced in this seasonal feature are the work of Muky, Andre de Dienes, Tana Hoban, Eliot Elisofon, Ed Clarity, Joseph Folder, Fred G. Korth, Roger Wyckoff, Ruth Orkin, Peter Basch, Lional Norman Kann, Gerald Massie, and Raymond Caron.

Magazines 12
Bruce Downes—Let's Talk Photography . . . 12
Press 16
Camera Clubs 20
Tools and Techniques 24
Ward Pease Discusses—
Film Sizes vs. Print Size 28
Camera Shots in the Editor 32
Notes on the Picture Section 90
New Home Movies 104
Home Movie Notes 105
World's Largest Camera 116
New Books 126
Calendar of Photographic Exhibitions . . . 131
Contests and Markets 134
Trade Notes and News 140
Toughen Up Your Press Movies 155

COVER BY EDWARD SHUSTER. SEE PAGES 45 AND 124.

POPULAR PHOTOGRAPHY, Including Amateur Cinematography, Trade Mark Registered. Combined with Film Photography Magazine, formerly Everyday Photography, Including Photo Arts.

BRANCH OFFICES: New York Office, 366 Madison Ave., New York 17, N. Y., Los Angeles Office: William L. Finney, Manager, Western Division, 815 South Hill St., Los Angeles 14, Calif.

COPYRIGHT, 1950
ZIFF-DAVIS PUBLISHING COMPANY
185 N. Wabash Ave., Chicago 1, Ill.

WILLIAM B. ZIFF
Chairman of the Board and Publisher

B. G. DAVIS
President

Vice-Presidents: MICHAEL H. FROELICH, Director, Eastern Division
H. J. MORGANROTH, Production Director
H. G. STRONG, Circulation Director

ARTHUR T. PULLEN, Secretary-Treasurer HERMAN R. BOLLIN, Art Director

Member Audit Bureau of Circulations

POPULAR PHOTOGRAPHY is published monthly by the Ziff-Davis Publishing Company at 185 N. Wabash Ave., Chicago 1, Ill. Entered as second-class matter July 30, 1937, at the Post Office, Chicago, Ill., under the act of March 3, 1879. Entered as second-class matter at the Post Office Department, Ottawa, Canada.

SUBSCRIPTION RATES: in U. S., Canada, Mexico, South and Central America and U. S. Possessions, $3.00 for twelve issues; in British Empire, $4.00; all other foreign countries, $4.00 for twelve issues. Subscribers should allow at least two weeks for change of address. All communications about subscriptions should be addressed to the Director of Circulation, 185 N. Wabash Ave., Chicago 1, Ill.

CONTRIBUTIONS: Contributors are advised to retain a copy of their manuscripts and illustrations. Contributions must be accompanied by return postage and they will be handled with reasonable care, but this magazine assumes no responsibility for their safety. Any copy accepted is subject to whatever adaptations and revisions are necessary to meet the requirements of this publication. Payment covers all author's, contributor's and contestant's rights, title, and interest in and to the material accepted and will be made at our current rates upon acceptance. All photos and drawings will be considered as part of the material purchased.

from the nation's mail-order headquarters

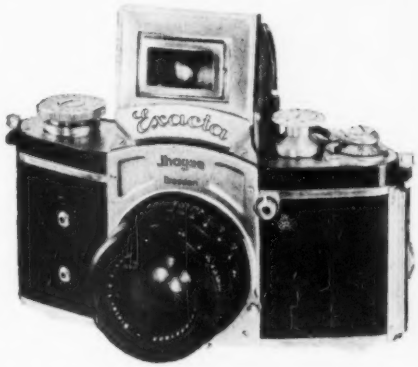
One of the most unusual values!

35mm KINE EXAKTA with

genuine Carl Zeiss "T" ctd f2.0 Biotar lens

just received from Germany — latest I's, all brand-new

***with famous Sterling-Howard guaranty* ONLY $147.50**



Famous camera with top quality lens of entire Exakta line, the super-speed super-fine f2.0 Carl Zeiss Biotar, factory "T" coated! Camera has unusual versatility — built in synchro flash for all standard 20 mil second flash bulbs; 20 (twenty) shutter speeds, plus delayed action; automatic lever winds shutter, transports film, counts exposure. At this Sterling-Howard price, we think it definitely today's very best value! Full year service guaranty. 10 day trial. Only **147.50**

Genuine leather ever-ready case ..... $ 7.50

f2.0 KINE WITH CONVERTIBLE PENTAGON PRISM

New Carl Zeiss Prism top plus Kine Exakta camera above, gives added versatility. Complete combination, special $182.00

Genuine leather ever-ready case for camera ..... $ 7.50

We trade-up all models of the Kine toward the new Kine Exakta Varex. Get the TOP DEAL from Sterling-Howard!

Trade your present lens for an f2.0 "T" coated Zeiss Biotar. Low exchange price!

4"	f4.5 Kine Britar, coated, new	$62.50
4"	f4.5 Kine Britar, coated, used	52.50
5¼"	f4 Zeiss Triotar "T" ctd, new	75.00
5¼"	f3.5 Schneider Xenar, ctd, new	89.50
6"	f4.5 Bell & Howell Eymax, new	94.50
6"	f3.5 Schneider Tele-Xenar ctd, new	69.50
7½"	f5.5 Schneider Tele-Xenar, ctd, new	87.50
9½"	f4.5 Schneider Tele-Xenar, ctd, new	139.50
12"	f5.5 Schneider Tele-Xenar, ctd, new	129.50
14"	f5.5 Schneider Tele-Xenar, ctd, new	149.50
DeLuxe Eve[illegible]dy Carrying Case		7.50

KINE EXAKTA LENSES, ACCESSORIES

40mm f4.5 Meyer Helioplan Wide-Angle, shortest focal length available, special $69.50

75mm f1.5 Carl Zeiss Biotar "T" coated, shortest f1.5 for Kine, new $179.00

7" f2.5 Eastman Kodak Aero Ektar, coated, click stops, engr diaph, focus to 10', for Kine, new $149.50

Ext set, 2 adapters, 10-20-30mm tubes	14.95
60mm Extension Tubes	4.50
90mm Extension tubes	4.95
Microscopic adapter	12.50
Kine to "C" mount adapter	15.00
Swivel Hook neck strap	1.50
Kine Sync Flash Gun	8.95
New Type Focusing Hood	1.50
Complete line of Screw-in Filters and shades	
Rewind Lever	2.00
Giant Release Knob	1.25
6" Cable Release	.75
12" Cable Release	1.50
Latest edition Kine Exakta Guide	1.75

KING "SOL" FLASH

at the lowest prices ever!

This unit was made to sell for $250, and hundreds sold at that price are helping their owners to better and more profitable work. By special arrangement with the manufacturer, we are now able to offer this King Sol unit on an exclusive basis — at a small fraction of the original price! Remember, this is not a midget electronic flash, but packs the punch of a Press 40 — at 1/10,000 second! Fully guaranteed for service and dependability by both the manufacturer and Sterling-Howard! Complete King "Sol" Electronic Flash Unit includes: 3 cell storage battery, charger, lampholder and reflector, power and sync lead **$99.50**

Genuine **GERMAN HIGH QUALITY**

10x40 PRISM BINOCULARS

This fine, powerful 10x40 binocular is wonderful for all outdoor work, where you want to really bring a subject close. Light weight, easy to handle. Latest type individual focusing eyepieces. Fine German precision optical manufacture. Smartly styled. Fully guaranteed. Limited quantity. Special — far less than you'd expect to pay — only **39.50**
plus $7.90 Federal Tax, making total of $47.40

35mm ADOX WITH F2 XENON

Popular rugged, compact and simple-to-operate camera, with ultra-sharp fast Schneider Xenon f2.0 in Compur-Rapid shutter, speeds 1 second to 1/500. Smooth helical focusing. Ideal for color. 10 day FREE trial. list $112.50; special 52.50

Leather ever-ready case 5.50

FLASH

135mm f4.5 "T" coated CARL ZEISS TESSAR-VERGROESSERUNG, especially made for enlarging, copying, and reducing. Dual diaphragm scales, special reversible flange mounting. Unusually sharp, full coverage to 4x5. 10 day trial. Only few available. Brand-New, special **49.50**

OR 2¼x3¼ *Sensational values*

65mm WIDE ANGLE f6.8 SCHNEIDER ANGULON, coated, in Compur Rapid shutter, speeds to 1/500. Full, crisp, brilliant coverage. Ample speed for easy focusing. 10 day trial. Sterling-Howard special **49.50**

as little as 49¢ each

2¼ x 3¼ WESLEY GRAPHIC HOLDERS

Another wonderful value! Extremely light weight, compact, easy to carry. (Hold a dozen loaded Wesley holders in one hand, easily). Compare to what you'd ordinarily pay to load a dozen film! List $15.00; set includes adapter (for all press cameras) and 12 holders. Special, only $5.95
Extra holders, 6 for $2.94 Extra adapters, ea. $1.50

ONLY 10% DOWN! ***Sterling-Howard time-payments are used by many who wish to budget their purchases, "pay-out-of-income". When indicated, you pay SAME PRICE, cash or credit! Booklet available. Liberal trade-in allowances.***

it's Free!

send for it now

Sterling-Howard

Dept.PA-7 561 East Tremont Ave., New York 57, N. Y.

Announcing... new sensational

Revere "55" 8MM CAMERA

take home movies with Hollywood effects as easily as snapshots!

AUTOMATICALLY BLENDS SCENES WITH PROFESSIONAL SMOOTHNESS!

Now! An exciting new camera that puts Hollywood film magic at your command. Revere's amazing Iris-Scene begins and ends scenes with dramatic effect. Synchronized with operating lever, it's completely automatic.

The Revere "55" has many important advantages found in no other camera! Loading is a snap. Simply thread empty spool and drop spools into camera, as shown below. Enjoy economy of spool film with ease of magazine loading. Powerful motor runs 10 feet of film per winding—over twice that of ordinary cameras—assuring rock-steady pictures beyond comparison. Click stops make it easy to set for accurate exposure. Self setting footage meter, continuous run and single frame exposure.

Keep forever alive those happy activities of children, vacation trips, parties, etc., with the new Revere "55." Don't wait—see this wonder camera at your Revere dealer now! Test it—results will amaze you! REVERE CAMERA COMPANY, CHICAGO 16.

Only $55.00 *Tax included*

How Iris-Scene Works—Unlike any other camera, entire operation is executed with one hand—no tripod or skill is required. As finger releases lever, Iris-Scene slowly blacks out picture. New scene is smoothly blended with old as Iris-Scene gradually opens. Speed of wipe is easily regulated by watching indicator in view finder. Iris-Scene may be locked in open position when wipe effect is not desired and camera used in conventional manner.

DROP IN LOADING!

World's fastest loading spool type camera! Merely place film around aperture plate, drop spools into place, and close camera. So simple a child can do it.

FINE RECESSED LENS!

New modern design affords utmost protection for precision coated F2.8 lens. Built-in lens shade guards against sun glare, and assures sharp pictures.

MODEL "55" WITH SWING-AWAY CASE

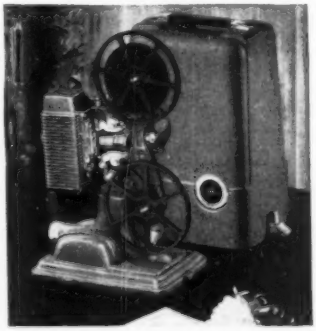
Extremely attractive carrying case in rich, gleaming plastic. Always ready for instant action. Hinged sides open a full 180 degrees to form a steadying "chest tripod" for the mounted camera. Convenient plastic carrying strap. Camera and case, complete $58.95

EXPOSURE GUIDE!

Built-in guide tells at a glance proper exposure for slow motion or normal speed, color film or black-and-white. Click stops for easier lens settings.

POCKET SIZE!

Extra compact and easy to handle. No protruding lens or other parts to catch on clothes. Made of light-weight, precision die-cast aluminum alloy.



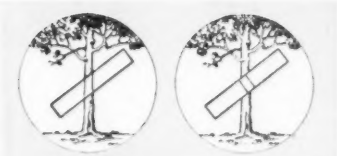
NEW DELUXE

Revere "85"

8mm PROJECTOR

Thrifty mate to Revere "55" eight! New convenience, beauty and value! Handsome plastic carrying case detaches quickly. Handy reel storage compartment adds to ease of setting up. Complete with 500 watt lamp, 400-ft. reel, 1-inch F1.6 coated lens and case. Only $99.50

RECTAFLEX



PERFECT FOCUS OUT-OF-FOCUS PICTURE

The Only 35mm Camera Featuring the Unique "Duo-Focus" System... Eyelevel Groundglass Focusing... Plus Built-In Critical Optical Rangefinder for Pin-Point Focus Control...

The RECTAFLEX is entirely unique among 35mm cameras in its precise focusing system. It features direct eye-level groundglass focusing, giving an image of 24 x 36cm (1" x 1½") which is larger than any other such camera. This image is, of course, right side up, and proper as to left and right. The image is brilliant, parallax is eliminated, and focusing is easily achieved.

In addition to the groundglass focusing system, the RECTAFLEX has an exclusive built-in rangefinder which enables the critical worker to pin-point the focus at any particular point. A tilted bar is always visible in the center of the groundglass; any portion of the image which falls within the area of this bar is tilted and distorted unless the absolute focus is at that particular point within the depth of field. Such critical focusing cannot be achieved on any groundglass system alone. Thus, the RECTAFLEX offers the ease of operation associated with a groundglass camera and the critical accuracy of the finest microscope. The larger the focal length, the more advantageous this feature becomes. Persons having difficulty focusing on a groundglass will find the "Duo-Focus" system essential.

Other Important Features Of The RECTAFLEX 35

- The "Duo-Focus" optics are contained within the camera, and are not connected to the lens. Thus, any lens can be installed.
- Focusing can be done at any time. **It is not necessary to cock the shutter to view the scene on the groundglass.**
- Focal-plane shutter provides speeds from 1 full second to 1/1000th second, and speed selections may be made before or after winding film transport.
- Flash contacts are built into the shutter for use with either flash bulbs or electronic flash.
- Ideal for microphotography, scientific and clinical work where extension tubes or special optical devices are used.
- Takes standard 35mm cartridges... black-and-white or full color.

Ask for the RECTAFLEX at Your Dealer's, or Write for Literature.

With Angenieux F2.9	With Schneider Xenon F2	With Angenieux F1.8
Coated Lens $250.00	Coated Lens $295.00	Coated Lens $350.00

Prices Include Federal Excise Tax

DIRECTOR PRODUCTS CORPORATION
521 FIFTH AVENUE • NEW YORK 17, N. Y.

Dowling's FIFTH AVE.

570 FIFTH AVENUE, NEW YORK 19, N. Y.

10% DOWN

...No Interest or charges on most products when purchased from Dowling's Fifth Avenue, Thirty-Day free trial and one year complete Guarantee. Anything photographic may be purchased on our unique budget plan!

CONTAX II A

1950 Model—Brand New—Made in U.S. Zone of Germany, imported and guaranteed by Carl Zeiss, Inc., U.S.A. Built-In-Flash synchronization. With "T" (Factory) Coated F2 Sonnar Lens. **$385.00 Cash or $38.50 Down.** (Also available with Ctd. F1.5 lens.)

LEICA III C

Brand New. The ever-popular Leica is available with 3 different normal lenses: With Ctd. F3.5 Elmar **$280.00 Cash or $28 Down**, with Ctd. F2 Summitar **$385.00 Cash or $38.50 Down**, with Ctd. F1.5 Summitar **$472.50 Cash or $47.25 Down.** (Full line of Leica accessories available.)

STEREO REALIST

Open a new three-dimensional photographic world! Internal flash synchronization; coupled rangefinder; standard 35mm film. With matched Cooke type Ctd. F3.5 lenses. **Brand New. $162.50 Cash or $16.25 Down.** (3-Dimensional Viewer, Projector and other Accessories Available.)

CENTURY 2¼ x 3¼ GRAPHIC

Just released! Takes sheet film, film pack and roll film interchangeably. **Brand New.** Complete with Ctd. Trioptar F4.5 Lens in Century Synch. Shutter. **$99.50 Cash or $9.95 Down.** (New Graflex 120 Roll Holder for all 2¼ x 3¼ Graflex Cameras Graphic or Graflex Cameras **$19.95 Cash or $1.99 Down.**)

BOLSEY "C"

35mm Model "C" Twin Lens Reflex—Still another prize release! Split-image rangefinder, built-in synchronization PLUS reflex focusing with loop magnifier. Matched Ctd. F3.2 Lenses. This is a gem! Brand New. **$99.50 Cash or $9.95 Down.**

CIROFLEX "F"

Only 2¼x2¼ Reflex synchronized at all speeds from 1 sec. to 1/400. You get what you see! With needle sharp Wolensak F3.5 Ctd. Lens **Brand New**—Latest Model. **$148.75 Cash or $14.87 Down.** (Other Ciroflex Models from **$76.98 Cash or $7.69 Down.**)

PACEMAKER "45" SPEED GRAPHIC

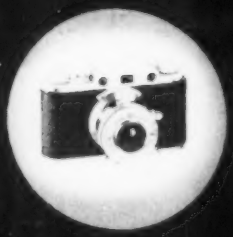
For fast action, prize-winning salon shots. The essence of perfection and versatility. Focal plane shutter, tilting front, double extension bellows, etc. **Brand New.** With Ctd. Ektar F4.7 Lens **$207.50 Cash or $20.75 Down.** (Other Graphics from **$99.50 Cash or $9.95 Down.**)

ROLLEIFLEX III

New Compur Rapid Synchronized Flash Model! Brand New and Factory Packed. Coated Mirror, Rolleikin Knobs. Scale in Feet, and all latest features! Incl. Snap-It Case. With Ctd. Tessar F2.8 **$325.00 Cash or $32.50 Down.** With Ctd. Tessar F3.5 **$275.00 Cash or $27.50 Down.** Ctd. Xenar **$235.00 Cash or $23.50 Down.**

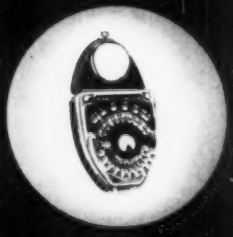
PATHE SUPER "16"

- Full frame focusing thru taking lens while filming.
- Variable shutter.
- Speeds to 80 F.P.S.
- 30 ft. on single wind.
- Tri-lens C Mount Turret.
- Automatic Footage and Frame Counters.
- Single Frame Device.
- Weighs less than 5 lbs.! Less Lenses **$395.00 Cash or $39.50 Down.**



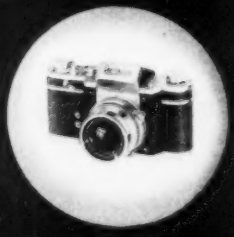
CONDOR

- Sensational new Precision 35mm.
- Speeds from 1 sec. to 1/500.
- Coupled rangefinder with Focusing adjustment.
- Double Exposure Prevention Device.
- Focuses from 3 feet to infinity.
- Collapsible Lens Mount.
- Color Corrected, F3.5 Ctd. Lens.
- Amazingly compact. **$93.00 Cash or $9.30 Down.**



NORWOOD DIRECTOR EXPOSURE METER

- The only true incident light meter, with amazing Photosphere.
- Simplest to use—automatically balances and integrates light in one quick reading.
- Ultra sensitive and accurate cell.
- Excellent for black and white, perfect for color and a MUST for YOU. **$32.03 Cash or $3.20 Down.**



RECTAFLEX

- Featuring Exclusive "Duo-Prism" Finder-Focuser, full groundglass focusing plus accuracy of rangefinder.
- Interchangeable Lenses.
- Helical focusing mount.
- Focal plane shutter, speeds 1 sec. to 1/1000th.
- Built-in flash synchronization. With Schneider Xenon Ctd. F2 lens **$295.00 Cash or $29.50 Down.**

MAIL ORDERS SHIPPED DAILY THE WHOLE WORLD OVER . . .

USE COUPON ON NEXT PAGE ▶

Dowling's FIFTH AVE.

570 FIFTH AVENUE
NEW YORK 19, N. Y.

NO INTEREST

NO CHARGES — AS LITTLE AS 10% DOWN. Dowling's Fifth Avenue cash customers number in the tens of thousands, but if credit suits your convenience you are cordially invited to use our unique budget plan! 30-Day Free Trial and 1-Year Guarantee still, of course, apply.

FOCA

Brand New. Best points of competitive makes (at a saving of over $100!) PLUS new features. Speeds 1 sec. to 1/1000, single window for viewfinder and rangefinder, flash synchronized. Ctd. F1.9 Optar Lens only **$249.50 Cash or $24.95 Down.** (Foca Universal Viewfinder Illustrated **$69.50 Cash or $6.95 Down** — also suitable for Leica and Contax.)

HASSELBLAD

Extraordinary new single lens reflex. Uses 120 roll film inserted in magazines interchangeable for black and white or color; also cut film. 11 speeds from 1 sec. to 1/1600. Internally synchronized. Diaphragm pre-selector. Interchangeable Ektar lenses. **Brand New.** Equipped with 80mm Ctd. Ektar f2.8 lens **$548 Cash or $54.80 Down.**

ROLLEICORD III

New Compur Rapid Synchronized Model! Discerning, but price-wise photographers will like the new Rolleicord III. No camera, not even the Rolleiflex, can offer more for the money. With case and Zeiss Triotar Ctd. F3.5 Lens **$130. Cash or $13. Down.** With case and Schneider Xenar Ctd. F3.5 Lens **$140. Cash or $14. Down.** (Both Brand New, of course!)

KODAK HOBBYIST ENLARGER

Latest Addition, with new type fluorescent Circline lamp and integrating sphere type lamp-house. For negatives to 2¼ x 3¼. Complete with negative carrier, 89mm Ctd. Ektanon F6.3 Lens with click stops, and carrying box. **Brand New. $47.50 Cash or $4.75 Down.** (New Kodak Flurolite Enlarger A also available at **$112.50 Cash or $11.25 Down.**)

ONE-OF-A-KIND LIKE-NEW SPECIALS

(Cash Basis Only — with 30-day Return Privilege)

ARGOFLEX E F4.5, Case	$ 29.50
ARGUS 21 F3.5, Case & Flash Gun	29.50
B&H 8mm FILMOMASTER PROJECTOR, Case	69.50
BIOGON 35mm F2.8 W/A (Contax)	97.50
BUSCH 4x5 Ctd. F4.7, Vue Focus, Film Pack Adapter	179.50
B&J 4x5 Press Ctd. F4.7 Optar, R/F, Solenoid & Flash Gun	97.50
CERTO DOLLINA F2.9	27.50
CONTAX Universal Revolving Finder	47.50
ELMAR 90mm Ctd. F4. Chrome, Latest (Leica)	97.50
FOCA Ctd. F1.9	159.50
FOLDING CAMERA ½ 120 size F2.9	16.50
FOLDING CAMERA 2¼x2¼ size F2.9	16.50
KEYSTONE 8mm MOVIE CAMERA F2.5	25.00
KEYSTONE 16mm A-75 500 watt Projector	37.50
KINE EXACTA I F2.8 Tessar	75.00
KODAK 8mm MOVIE CAMERA, Model 20, F3.5	17.50
KODAK EKTRA F1.9 Normal Lens, 35mm F3.3 W/A, 90mm F3.5 Telephoto, Angle Finder	375.00
KODAK FLASH BANTAM Ctd. F4.5	27.50
KODAK REFLEX I Ctd. F3.5, Case	59.50
KODAK RETINA II B Ctd. F2. (Latest Flash Synchronized Model)	109.50
LEICA III C Ctd. F2. Summitar	209.50
PERFEX "22" F3.5, Case	17.50
PERFEX "88" TURRET 8mm MOVIE CAMERA F2.5	23.50
REVERE 8mm Mag. Movie Camera de luxe F2.8, Case	75.00
ROLLEIFLEX STANDARD F4.5, Case	47.50
ROLLEIFLEX II Ctd. F3.5 Tessar, Solenoid, Case	167.50
ROLLEIFLEX CUT FILM BACK, Complete	27.50
SPEED GRAPHIC 4x5, Pacemaker Latest, 6" Ctd. Ektar, R/F, Heliand Solenoid and Gun; 12 Holders, Case	235.00
SPEED GRAPHIC 2¼x3¼, Pacemaker Latest, Ctd. F3.7 Ektar, R/F, Focuspot	195.00
SUMMARON 35mm Ctd. F3.5 W/A (Leica)	97.50
SUMMAREX 85mm Ctd. F1.5 (Leica)	320.00
THAMBAR 90mm F2.2 (Leica)	127.50
VOIGTLANDER FOCUSING BRILLIANT F3.5	34.50

Like-New 16mm "C" Mount Movie Lenses

B&H TELATE 4" Ctd. F4.5	37.50
B&H TELEKINIC 3" Ctd. F4.	63.50
EK 4" Ctd. F1.9	27.50
EK 3" F4.5	27.50
MEYER TRIOPLAN 3" F2.8	37.50
WOLLENSAK CINE RAPTAR 3" Ctd. F4.	37.50

★ ★ ★ ★

Please Request Quotation on Any Used Equipment Not Listed.

IKOFLEX II

New Model with amazing fresnel-type focusing screen, built-in flash synchronization, Eye-Level finder, automatic stop, etc. Compur Rapid shutter to 1/500 sec. Ctd. Tessar F3.5 lens. **Brand New. $156. Cash or $15.60 Down.**

BOLSEY B-2

New Model. Precise and Compact. 13.2 Ctd. Lens with coupled rangefinder, internal flash synchronization and double exposure prevention mechanism. **$66.90 Cash or $6.69 Down. Brand New.**

KODAK PONY

Sensational new miniature, for "828" (Bantam) Kodachrome and Black and White. Sharp cutting F4.5 coated lens, with internal flash synchronization. Perfect for the intermediate amateur, or as a supplementary camera for color slides. **Brand New. Complete** only **$29.95.**

POLAROID LAND

Finished pictures in a minute! Have your picture when it means the most, while everyone is there to share it. Know it's good before you leave the spot. **Brand New. $89.75 Cash or $8.97 Down.**

MAIL & PHONE ORDERS FILLED LUxemburg 2-3870

Dowling's 570 FIFTH AVENUE, NEW YORK 19, N. Y.

Please ship the following immediately:.....

.....

Enclosed is $..... as Down Payment or Complete Payment. (Cross out one)

I agree to pay $..... Monthly for ..... Months until merchandise is paid for.

Please give top Trade-in Offer on .....

and apply as down payment when I accept your offer.

☐ Send Illustrated Catalog ☐ Send Pamphlet on "Deferred Payments" ☐ Send Illustrated Literature On

Name .....

Address .....

City ..... Zone ..... State .....

GET THE MOST FROM YOUR CAMERA...

WITH Heiland CUSTOM-FITTED

FLASH SYNCHRONIZERS

Featuring the new

FLEX FOCUS* REFLECTOR

*Protected under U.S. Pat. No. 2,343,552

Among the HEILAND precision synchronization units available for most cameras are those for the Super Ikonta B and Kodak Retina II. Each has a special coil assembly and flash gun mounting bracket. Both of these superior HEILAND Synchronizers are custom-fitted units, but are available as standard items. Similar HEILAND custom models are available for most other cameras. These HEILAND custom-fitted units feature the new 45-A FLEX FOCUS REFLECTOR, for miniature lamps, which gives you these important advantages:

- **Locating positions are labeled for better light control—enabling you to vary the spread of light exactly to fit your specific lighting needs.**
- **Simplified design permits more compact packing in carrying case.**
- **Improved self-centering device.**
- **Improved lamp-ejector mechanism.**

The 45-A FLEX FOCUS is one of the four superior HEILAND Reflectors designed to give you maximum efficiency from all popular flash lamps. Others are the HEILAND 45-B, LUMENETTE and LUMENAR Reflectors.

Ask your dealer to help you select a HEILAND unit for your camera.

Heiland

Trade Mark Reg. U.S. Pat. Off.

DENVER

Write Dept. 408 for

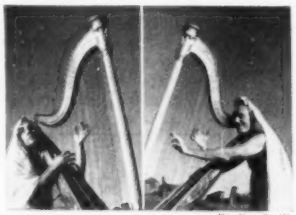
FREE LITERATURE

The MAGAZINES

By Doris Birnbaum

Executive Secretary of the American Society of Magazine Photographers

If you don't agree with the following, go fight ROY PINNEY—these are his choices for the best ten all-around magazine photographers: MARGARET BOURKE-WHITE, RALPH CRANE, HERBERT GEHR, FRITZ HENLE, GEORGE KARGER, JOE COSTA, HANS KNOPF, JACK O'REILLY, FRANK SCHERSCHEL, and EUGENE SMITH.



Bradley Smith

These two li'l-Davids-playing-on-their-harps are Ewing Krainin, left, and Dick Tucker. Knowing what these two look like normally, fellow magazine photographers suspect that the cherubic expressions can be credited only to the spiritual qualities usually associated with the harp.

* * *

Any leftover adolescent notions BEN ROSS may have had about being a railroad engineer were completely dissipated after a three-day trip in the cab of a coast-to-coast streamlined train. "Nobody thought to mention that there is no direct access from the cab to the rest of the train," said Ross, "so the only time I could get to my compartment was when the train stopped and I sprinted alongside to reach my car. Nights I sat up in the cab waiting for the sunrise and days I sat up in the cab waiting for the sunset, and wishing to heaven those trains stopped more often!"

J. W. McGinnis

Ben Ross found it no cinch to shoot pictures through the glass of an engine cab doing 90 miles an hour in the Rockies.

Although the crew changed 15 or 18 times on the trip, none of them made much conversation. "They were too busy

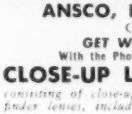
(*Continued on page* 112)

Spiratone Values Can't Be Beat

ATTENTION: OWNERS OF
ROLLEI*, CIRO, ARGO, UNI, IKO, ANSCO, KODAK REFLEX
CAMERAS
GET WHAT YOU SEE
With the Photolix Parallax-Correcting

CLOSE-UP LENS SET $3.95

consisting of close-up attachments for taking and finder lenses, including parallax-correcting prism.



Only Spiratone offers you this extremely useful set of lenses for all popular reflex cameras at a tiny fraction of the usual cost—unconditionally guaranteed and without any sacrifice in quality. *A similar (imported) set for the Rolleiflex costs $28.00!*

Whether you wish to take portraits with a minimum of background, use your camera for copying, clinical photographs, child photography, shots of the television screen, flowers, or table-tops—Spiratone's precision ground parallax-correcting close-up lenses do the trick. Every serious reflex camera fan will want them at this price! Above set of Plus 1 lenses focusses down to 20". Sets of Plus 2 (21 to 13") and Plus 3 (14 to 9") available at $4.95 each.

Lenses described fit standard adapters (filterholders). If you do not have adapters, we can furnish same at $1.00 each. The Kodak Reflex requires a SPECIAL viewing lens adapter $1.00.

*Exc. 2.8

IF YOU OWN A 2¼x3¼

PACEMAKER GRAPHIC

you will want to take advantage of our special offer!

SUYDAM COMBINATION ROLL FILM BACK, reg. $7.71—$3.49

This roll film back is a two-piece replacement focussing panel which is attached to the camera in place of the existing panel. It permits use of a roll film adapter in addition to the standard cut film holders. Requires no change in focus!

SUYDHAM ROLL FILM ADAPTER (fits back), cuts color film costs in half, black and white to ⅓, light weight, uses 120 film $8.07.

Spiratone Proudly Presents the First Popularly Priced

POLARIZING FILTER $2.49

Series V

21.5mm or 25mm $2.00—Series VI $2.98

The only sky-filter that can be used with color! Helps eliminate reflection in water, show-windows, landscapes; increases contrast between sky and clouds. Recommended for use with Kodachrome, Anscocolor and all black and white films. Fits standard filterholders (we can supply same at $1.00—state for what camera).

Formerly, you had to pay $6.75 for a Series VI, $5.75 for a Series V polarizing filter—Spiratone brings your cost down to less than half!

Save on Guaranteed Spiratone

35MM RELOADS

Spiratone 35mm reloads in metal cartridges are clearly labeled with brand, number of exposures and expiration date. Your choice of Kodak Panatomic X, Plus X, Super XX or Ansco Supreme.
20 exposures: Each 35c, 8 for $2.00, 18 for $4.00.
36 exposures: Each 50c, 5 for $2.00, 11 for $4.00.

Exclusive with Spiratone: Factory-fresh safety Daylight Anscocolor, 20 exposures Seven for $10.00. Each, postpaid. **$1.50**

This film is unconditionally guaranteed to be in every respect equal to factory-packed Anscocolor film and is not to be confused with reloaded motion-picture (nitrate) film generally sold at a lower price. Expiration Date at least one year from date of purchase.

ANSCOCOLOR PROCESSING and 1 2¼x3¼ COLOR PRINT $1

Take advantage of this unusual offer and send your Anscocolor films for expert 72-hour processing to Spiratone. Enclose transparency for free print or ask for print coupon! 20 exposure rolls (doubleframe) processed and mounted $1.00.

Sensational buys in Nationally Advertised

LEATHER GADGET BAGS

Made by one of the foremost manufacturers in the field, and exclusively offered by us, through a special purchase, below the usual wholesale prices. These bags are all brand new, first class merchandise not to be confused with "seconds" or "closeouts" or inferior leather bags.

SP2. One large, two small inside pockets, one convenient, yet not bulky, outside opening zipper pocket, rigid shape-retaining bottom, reinforced with brass studs; 8"x10"x3"—recommended for the camera fan who likes his filters, exposure meter, extra films accessible, yet prefers extreme compactness. Available nationally at $10.00; a Spiratone buy at **$5.89**

SP3. Basically of the same overall construction as the SP2, the SP3 boasts in addition a roomy outside pocket that will hold plenty of the extras that make picture-taking real fun. Reflex Camera owners with lots of accessories will appreciate the added conveniences of the SP3. Budget-priced at 50% off list **$6.95**

TELEPHOTO FOR KODAK 35RF CAMERAS $19.95

+ $2.25 F.E.T.

A real must for every Kodak 35RF owner

Screws right into present lens and is instantly removable for normal shots. Doubles size of subject matter on negative or slide, eliminates unwanted background, creates large, clear images of distant scenes or objects. Imagine those far-away shots look so much closer on the screen! All Spiratone lenses are individually numbered, coated and color corrected, and come with fine leather cases and complete, simple-to-follow instructions. Every lens is sold on a ten-day trial basis and is protected by a lifetime guarantee. With the Spiratone telephoto, you need not make any adjustments for focus, exposure, lens opening; no clumsy conversion tables have to be employed. Join the thousands of successful camera fans who use Spiratone Telephoto lenses for top results!

KODAK 35RF OWNERS!

Starting May 10th, we will furnish with every Kodak 35RF telephoto lens a CORRECTING VIEWFINDER MASK, absolutely free of charge!

WIDEANGLE LENS $19.95

for Kodak 35RF + $2.25 f.e.t.

Greatly increases picture area covered, makes shooting in narrow spaces possible. Ideal for indoor and outdoor work. Requires no adjustment in exposure or lens opening.

And here is another exclusive Spiratone feature: The Wideangle lens saves you the trouble of focusing, makes fast snap-shooting under almost any condition simple! You set your lens at four feet and your depth of field extends from three feet to infinity!

SET OF BOTH TELEPHOTO AND WIDEANGLE LENSES FOR KODAK 35RF $35.50
plus $4.50 f.e.t.

Similar Telephoto and Wideangle lenses, priced the same, are available for all other 35mm cameras with f:2.7, 2.8, 2.9, 3.2, 3.5, 4, 4.5, 5.6 lenses, such as the Argus A2, C, C2, C3, Mercury II, Kodak 35 RF (prewar), Kodak 35 (no RF), Perfex, Retina, Praktiflex, Kine Exacta, Claras, Ikonta, etc.

GENUINE BRUMBERGER

2x2 ALL METAL SLIDEFILE $1.98

2 for $3.75 4 for $7.00

Accommodates 300 redimounts or 150 glass-slides. Slots prevent rattling. Index. Clamp lock and handle.

Shipping Weight, each 5½ lbs.

SAVE $27.60 ON

8MM 2" f:2.5 TELEPHOTO $16.95

An unusual arrangement makes this unusual offer possible! The coated fixed focus 8mm Cinepar Telephoto which sells regularly for $44.55, fits all Revere, Keystone, Dejur, Perfex, Reliant, Franklin and Bolex H-8 single lens or turret cameras! With a special $1.95 adapter, we can furnish the Cinepar for use with the Cinemaster, Bolex L-8, B&H Sportster, Companion and Turret cameras.

Other 8mm Telephoto Lens Specials:

Imported coated focusing f:3.5 1½", a $40.00 value	$19.95
Berthiot coated focusing (to 18") f:1.9 (1 1⅜", reg. $48.00	29.95
Bell & Howell Eymax focusing f:4.5, 2", reg. $49.00	24.50
Morton Better coated focusing, fits all 8mm and 16mm camera lenses, doubles focus length without loss in speed, reg. $39.95	10.95

35MM BLACK & WHITE SLIDES

Spiratone's Projection Positives are well-known and used by photographers, educational and government institutions all over the country. We have perfected a unique method of making brilliant 35mm transparencies, with each negative individually exposed on a fine grain film, at the lowest price possible. Your original negatives are returned unharmed.

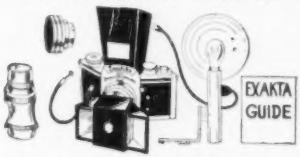
35mm (uncut) rolls Positive Printed: 20 exp. 60c; 36 exp. $1.00; 65 exp. $1.75. With mounts furnished:: 20 exp. $1.10; 36 exp. $1.80.

There is no extra charge for the fine grain processing of your negatives, when Projection Positives are ordered.

Mounted 2x2 b&w transparencies from single 35mm and all larger size negatives: 8 for $2.00.

FREE! KINE EXACTA TELEPHOTO

WITH PURCHASE OF WIDEANGLE



When you buy the famous Hugo Meyer 40mm f:4.5 Kine Exacta Wideangle lens, at our nationally advertised price of $97.75, we will furnish, absolutely free of charge, an imported 90mm f:4.5 coated Kine Exacta Telephoto lens—brand new.

OTHER KINE EXACTA ACCESSORIES AT TYPICAL SPIRATONE PRICES

"Sol" FLASHUNIT with two extension outlets, 5¾" reflector, a $15.00 value	$ 9.95
Zeiss 135mm f:4 Triotar TELEPHOTO lens, coated, reg. $99.00	69.95
FOCUSING HOOD (facilitates focusing and composition), with special cutouts for eye-level viewing	1.25
Set of three EXTENSION TUBES, improved type, with adapters	15.95
EXACTA GUIDE, a book every Exacta owner must read	1.75
Combination LENSSHADE and filterholder	2.00
Giant RELEASE BUTTON	1.25
FOCUSLIX, produces rangefinder effect, even at smaller openings, is easily installed on ground-glass	3.95
60" CABLE RELEASE, reinforced	3.49
STEREOTACH, Viewer, color and b&w film	19.95

Trade your Tessar f:3.5 for a brand new, super-fast, coated Hugo Meyer Goerlitz Primoplan f:1.9 and pay only $50.00 additional!

Spiratone is first to offer a complete line of "Studio Enlargements" on the luxurious, rich and radiant Dupont

WARMTONE "DL" PAPER

at no extra charge.

Prices apply to prints from one or assorted negatives of the same size. Allow for postage. Studio enlargements are individually cropped and spotted.

3½x5	16 for $2.00
4x6	10 for $2.00
5x7	16 for $4.00
8x10	10 for $4.00
11x14	6 for $5.00

All prices include excise tax unless otherwise stated. Be sure to allow for approximate shipping costs—overpayment will be credited in full. 25% deposit required on C.O.D. orders.

49 WEST 27th STREET
NEW YORK 1, NEW YORK

SPIRATONE

32-34 STEINWAY STREET
LONG ISLAND CITY 3, N. Y.

People who know
Picture-taking
and picture-making—
PREFER THE Stereo Realist

THE CAMERA THAT
PUTS 3RD DIMENSION ON FILM

Fred Astaire

Famous star of Paramount Pictures, co-starring in "LET'S DANCE", Color by Technicolor.

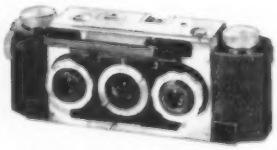
says: "My Stereo-REALIST makes me my favorite cameraman. I take pictures so real they're actually beyond belief!"

The Stereo-REALIST is the picture-taking symbol of the world's picture-making capital. It is top choice with famous Hollywood stars, cameramen, directors and producers — people who know *photography*. And no wonder—it's the camera that puts real third dimension in your pictures . . . actual depth and proportion in glorious natural color!

Another amazing fact . . . Stereo-REALIST is so easy to use that owners get professional results right from the start! And it's proud ownership for a lifetime . . . it is guaranteed to operate.

Make a vivid and authentic record of your vacation this summer — with Stereo-REALIST! Ask your dealer to show you the glowing third-dimension pictures taken with this versatile 35mm camera.

Write the David White Co., 304 W. Court Street, Milwaukee 1, Wisconsin for the name of your nearest dealer.



Priced according to Fair Trade Practices. Camera and Viewer $162.25 (Tax Incl.)

STEREO Realist

THE CAMERA THAT SEES THE SAME AS YOU

Let's Talk PHOTOGRAPHY

By BRUCE DOWNES

PHOTOGRAPHY is the people's art or it is no art at all, and a persuasive argument could easily be marshaled in support of either contention. Certainly any true art is distinguished by the individuality of style afforded by the medium to its truly creative practitioners. Every great painter is immediately identifiable by the *style* of his work, which is the imprint of his personality upon it. Whether, for example, we have seen a particular picture or not, we are instantly aware that a certain canvas is the work of Van Gogh, who has not just painted a recognizable landscape, but has recreated a landscape in terms of his own unique genius. And his uniqueness is so pronounced, so extraordinary, that we need to see only one of his pictures in order to cognize him forever after in all of his work. This visual identity is *style*, sometimes mistaken by the superficial observer for mere technique; but it is as much more than technique as Van Gogh was much more than his mere physical appearance. Indeed, the style is the man.

But what about photography? Is it a people's art because its style is achieved mechanically and shared by its millions of practitioners? Or is it no art at all because lenses perform with undeviating precision and have not the plastic properties of pigment and brushes? Certainly Van Gogh could not have created the vibrant tensions of his pictures with a camera, could he? Such a question is, of course, illogical and misses a pertinent point. It is this: If photography is an art, it must be quite a different kind of art from painting, just as painting is radically different from novel writing—each employing a totally different method of communication.

Let us pursue this further with another question: How many photographers can you name who have achieved a genuine, identifiable style, whose pictures do not look like those made by hundreds of other technically competent photographers? Now that is a devastating question. It must also be deflating to those who fancy themselves the Van Goghs of the silver halides. I amuse myself weekly by going through *Life* magazine trying to identify the work of individual photographers without reference to the picture credits, and in the course of say a month I succeed on an average about four times. For the rest any picture may have been made by any of scores of competent photographers.

Certainly individuality in photography is circumscribed by the rigid veracity of lenses, and for this reason style is to be achieved under the most restricting circumstances imaginable. Here is none of the infinite freedom afforded by plastic pigment manually applied or of words used in combination. Indeed, one might easily be tempted to say that there can be no style in photography and that, ergo, photography is not an art—were it not for the fact that style *has* been achieved by some photographers. For example, getting back to *Life* magazine, I can always spot a portrait by Arnold Newman without recourse to the picture credits. Newman has achieved an unmistakable style, something uniquely his own, and it is interesting that this photographer began life as a painter. You may call his style a mannerism if you wish, but it is style none-the-less, and his own. He achieves it by abstract arrangement of his subject in relation to the subject's environment. It is Newman's way of bringing plastic order out of prevalent disorder, and the solution of the problem is always uniquely his own so that each picture embodies Newman's individual way of looking at people and things.

The style of Arnold Newman is evident in the definite spatial relationship of subject to background in this portrait of Ferdinand Leger, the modern painter.

One finds an individual style, too, in the portraiture of Karsh in which lighting and posing of subject have been reduced to a recognizable formula. The style, or recognizability, of the Karsh portraits inheres in their more-or-less fixed style of dramatic lighting, retouched highlights and inclusion of the subject's hands. The Karsh technique is precise and undeviating and is a definite part of the style by which we recognize his pictures. Although these devices are

Sound training

photo by Melvin Victor, N.Y.I.

...foundation for success in photography!

Miss Josephine U. Herrick, graduate of the New York Institute of Photography, is noted for her success in professional photography and her leadership of the Volunteer Service Photographers, a membership group of several hundred men and women, many of whom are devoting a great part of their time, without remuneration, to the establishment of Rehabilitation Photography among hospital patients. Miss Herrick writes:

"The year spent at N.Y.I. began my serious study of photography and I often think of the value of that good, sound training I received there. It served as a foundation for my subsequent work in photography. Ever since graduation, I have been engaged in professional photography. Now, the volunteer work that I do commands an important place in my interests and efforts. However, the instruction at N.Y.I. serves to prepare the student for a career in many profitable phases of photography. From my own experience, I know that the constructive help and advice which you give to students while studying at N.Y.I. is offered to them freely after graduation, through the years, to help them attain success in this fascinating field."

RESIDENT TRAINING—The New York Institute of Photography Resident School in the heart of New York has fourteen studios and eighteen laboratories professionally equipped to prepare YOU for the important phases in photography. A full-time staff of experts makes learning easy. The superb N.Y.I. Color Department teaches you how to make natural COLOR PRINTS—not merely transparencies. A visit to the school will prove that N.Y.I. TRAINING IS A BEDROCK FOUNDATION FOR SUCCESS!

HOME STUDY COURSE—YOU can achieve photographic skill by *studying at home in your spare time.* N.Y.I. offers the finest Home Study Course in photography. Every lesson is clearly printed, beautifully illustrated, and substantially bound. Here is up-to-the-minute photographic knowledge—written by recognized authorities and so clearly presented that you'll learn quickly and easily. You'll get INDIVIDUALIZED helpful criticism, a wealth of ideas, and much valuable personal advice for the improvement of your work. N.Y.I. Home Study graduates *lead the field* in photography *everywhere!*

A Volunteer Service Photographer working with a hospital patient. If you wish to aid this work, send checks to Volunteer Service Photographers, 292 Madison Ave., N. Y. 17, N. Y. Your contribution is a tax deduction.

40th ANNIVERSARY

VETERANS!

Personal Attendance Course is available with subsistence under the G.I. Bill (Public Law 346 and 16) to those veterans interested in photography as a profitable career.

NEW YORK INSTITUTE
of Photography
10 WEST 33 STREET, NEW YORK 1

LEADERSHIP SINCE 1910

BEFORE YOU CHOOSE ANY PHOTOGRAPHIC SCHOOL

Send for FREE big book illustrating photography in all its branches.

New York Institute of Photography
Dept. "99", 10 West 33 Street
New York 1, N. Y.

Please send me complete information regarding ☐ Resident Training
☐ Home Study Course

Name
Address
City *Zone* *State*

For a Lifetime of Accurate Timing

TIME-O-LITE

Automatic Electric Timer

Time-O-Lite Master
M-49
$19.50

Because you buy a timer only once you want it to last for a very long time. Only a precision-built instrument like Time-O-Lite, manufactured to the highest quality standards, can make precise time measurements so essential to good photography . . . can make them dependably year in and year out.

Many of the first Time-O-Lite Automatic Electric Timers sold 15 years ago are still in active service . . . more than a quarter of a million are in use today the world over. That *is proof of quality and dependability*. What other timer can match this record?

See Time-O-Lite at your dealer today. Operate and examine its many superior features. You'll be glad you selected Time-O-Lite.

Time-O-Lite Professional P-49
$24.50

TIME-O-LITE

Automatic Contact Printers

Embodying the latest developments in printing box engineering with built-in timers these units make it easier to get good prints by assuring split-second accuracy in making exposures. Built for heavy duty continuous service. Attractive hammaroid finish on welded steel.

Model 35
for 5x7 prints.
$59.50 plus tax.

Model 80
for 8x10 prints.
$124.50 plus tax.

TIME-O-LITE—*Known the World Over*

Varilite, Light Control Unit, $12.75

Time-O-Lite Hi-Lo Switch, $6.50

Signalling, Time-O-Lite Model S-49, $12.50

Time-O-Lite Footswitch Model FS-30, $13.50

INDUSTRIAL TIMER

INDUSTRIAL TIMER CORPORATION
115 Edison Place *Newark 5, N. J.*

perfected mannerisms imposed on subject matter, we are forced to accept them as a very recognizable style.

It is interesting at this point to note that individual style is more easily achieved where the photographer specializes in a particular kind of subject matter. Especially is this so of portraiture where the photographer is in more-or-less direct control of his material and of his lighting. He can thus manipulate, direct, maneuver without being subject to the unpredictable intrusions which prevail where the subject matter exists spontaneously. While Arnold Newman's work extends beyond portraiture and where he has demonstrated that his style—which springs primarily from his intense preoccupation with relationship of forms—continues to be apparent in more complex circumstances, we have no evidence that Karsh's individual style could be maintained outside portraiture. Since the Karsh style depends primarily upon his dramatic handling of artificial light it is unlikely that we would recognize a picture made by him in daylight.

Yet even in far less confined areas style has been achieved in photography. Edward Weston achieved it in the broad body of his life work. The Weston individuality is as much evident in the sensuous surfaces of shells as in the vast, open desert spaces. Here style comes through the depth sharpness and veracity of the stopped-down lens primarily because Weston's clarity of vision is matched by his purity of technique. The man himself is reflected in what he so intensely feels.

One finds unmistakable style also in photographers like Stieglitz, Strand and Bill Brandt. The world seen and experienced through the prisms of sensitive personalities partakes of their individuality. Their work acquires recognizable style in spite of the mechanical rendition accomplished by the realistic lens.

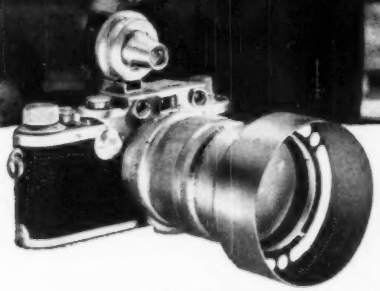
It should be evident, then, that style in photography is radically different from style in painting, and failure to recognize this is the cause of so much misguided worship of certain kinds of pictorial photography. The old-fashioned pictorialist strives to achieve a style similar to a kind of painting or drawing, which can only be done by resorting to the painter's method—which is exactly what he does. Using the accurate drawing of the lens as a base he proceeds on the negative or the print to falsify and control.

Photography has much breath-taking beauty of its own, a magnificent purity of image created by the impact of light on film as remote from painting as Hamlet from Hecuba. Style in photography cannot therefore resemble style in painting, but can only be the manifestation of individuality through the photographic process. It can be achieved only by intense seeing and feeling translated through mastery of technique into a finished print. Where the clarity and quality of seeing and feeling are matched by an expressive technique on many occasions over a considerable period of time, style emerges. But many are called, few are chosen. Photography is no trifling matter.—▶

Leica*

makes better pictures easier

REHEARSAL—by **Adrian Siegel,** Philadelphia, Pa. Informal portrait of Eugene Ormandy conducting the Philadelphia Orchestra. Taken without supplemental lighting at distance of 30 feet with Leica IIIc and 85mm., F:1.5 Summarex long focus coated speed lens, 1/60 second exposure.



Makes Light

of the toughest assignments!

Designed especially for the photographer who must often work under well-nigh impossible lighting conditions, the new Leica Summarex 85mm., F:1.5 lens is a triumph of modern optical precision.

Its 85mm. focal length and unique high-speed light absorption make possible *exceptional* shots in the theatre, at horse shows, circuses and other such popular events where supplemental lighting is frequently prohibited.

By eliminating the need for complicated flash set-ups it beautifully simplifies natural, spontaneous portraits or snapshots, indoors or out. At all apertures, and even over unusual distances, the modeling, definition and uniform distribution of light on the entire negative area are remarkable.

Available *now*, the Summarex 85mm., F:1.5 long focus coated speed lens is but one of over 200 important accessories Leica offers to make better pictures easier in every photographic category. See your Leica dealer for demonstration and full details.

Leica* OWNERS!
ENTER GRAND LEICA SPORTS AND ACTION COMPETITION
$2,000 in Prizes
For contest rules, see your nearest franchised Leica Dealer who displays this sign.

FRANCHISED DEALER Leica E. LEITZ, INC. N.Y.

*Reg. U. S. Pat. Off. Exclusive trademark of

E. LEITZ, Inc., 304 Hudson Street, New York 13, N. Y.

LEICA CAMERAS AND ACCESSORIES • LEITZ MICROSCOPES

SCIENTIFIC INSTRUMENTS

AT THESE PRICES I CAN EVEN AFFORD TO TAKE PICTURES OF AUNT TILLIE!

A REAL OFFER for 35mm color enthusiasts
35MM DAYLITE ANSCO COLOR
20 exposure metal cartridges ready loaded with REGULAR Ansco Safety Color Film, not nitrate, not movie ends. 5 cartridges (inc. post.). $4.75

SENSATIONAL VALUE!
Original 16mm x 100' Kodak Super X & Super XX—Including Free Kodak Processing $3.69 ea., 3-$10.00

The Biggest 16mm Magazine value ever offered!
ORIGINAL EASTMAN KODAK 16mm x 50 FT. SUPER X MAGAZINES
Price including processing by expert Hollywood technicians. FAST FREE RETURN SERVICE. Postage free on 2 or more magazines. $2.25 ea. 2 for $4.25
FREE — 16mm Can & Reel with every order of 4 magazines sold with processing
16mm x 50 Kodak Magazines, loaded with Blue Base Reversal Film, Weston 50, without processing $1.39 ea. . . . . 4 for $5.00
All our magazines fit Kodak, B&H, Revere, GSAP, etc. cameras
100% Satisfaction or FULL Price Returned!

16mm x 50 Empty EK Magazines, new condition $ .69 ea. 12 for $8.00
16mm x 50 Super X on core . . .
NO SUBSTITUTES. GUARANTEED PERFECT — ready to load in magazines. 12 rolls for $6.00

ORIGINAL EASTMAN PACKED CAN 30 Rolls $10.00

16mm x 50 Du Pont (Weston 50) 12 rolls for $5.25
16mm x 25 ansco. Ansco reversible film, Weston 50, 12 for $1.75. Original can of 60 rolls $8.00
Ansco Refill Comm. Ortho. 2 doz. sheets $1.85—6 doz. $4.95
Ansco Refill Tri S. Ortho. 2 doz. sheets $2.95—6 doz. $7.95
Ansco Refill Direct Copy. 2 doz. sheets $1.10—6 doz. $2.95

2¼" x 3¼" Ansco Superpan Supreme Film Packs (tropic packed) 72c ea., 6 for $3.95
ANSCO 116 Pienochrome, tropic packed, Guaranteed Absolutely Perfect. 1 doz. rolls $2.00, 3 doz. $5.75

★ ★ HOLLYWOOD MODELS IN FULL COLOR STEREO WITH VIEWER ★ ★

Value $7.50
Value $1.50
Value $7.50
Retail Price $11.50 Our special price to you $2.49
Above offer with battery model viewer. Regular retail price $14.95. Our special price to you $5.95
X additional Stereo slides of beautiful Hollywood models purchased with our special $2.49 or $5.95 viewer only $1.00

FOR STEREO REALIST VIEWERS $1.98

FREE POSTAGE*
On any PREPAID order for $3.00 or more—send no postage. REMEMBER, Free Postage means a saving of 10% more.
*Limited to Continental United States.

Original can—35mm x 400 Ansco Finopan Weston 25 . . . . $2.75 ea. 4 for $10.00
35mm x 1,000 Ansco Supreme . . . $ 8.95
35mm x 100 Super XX, Plus X, $1.25 ea., 3 for $3.50
35mm x 100 Supreme $1.25 ea., 3 for $3.25
35mm x 100 Dup. 3, Ultra-$1.00, 3 for $2.50
35mm x 36 Exp. Super XX, Plus X, Finopan, Supreme 6 for $1.75, 12 for $3.00

16mm x 100' Super XX on core. Develop to neg. or reversal, $1.50 ea., 4 for $5.00 (100' camera spools 29c ea.). On spools ready for camera $1.95 ea., 4 for $6.75. (Processing not incl.)

Aerial Film—GUARANTEED	Per roll	6 rolls
5½ x 20 Super XX	$ .85	$4.50
5½ x 20 Super XX, Tri X	1.15	5.50
5 x 9 Super XX	50c ea. 12 for	$5.50
7 x 18 Super XX, Pan X	$1.20 ea. 6 for	$6.50
9½ x 75 Infra-red	$2.95 ea. 3 for	$7.50

THESE GOV'T SURPLUS BUYS SOLD ON MONEY BACK GUARANTEE. FAST DELIVERY ASSURED.

Export and wholesale inquiries invited. Minimum order $3.00. California residents include 3% sales tax.
FREESTYLE SALES CO.
1431 N. Western Ave., Hollywood 27, Calif.

PRESS

By A. J. Eziekson

FOR his sensational news picture, "Singed," John F. McBride, *Oakland* (Calif.) *Tribune* staffer, won first prize of $150 in *Editor and Publisher's* 11th annual News Photo Contest. Detleft Engel, Jr., *Los Angeles Mirror* cameraman, captured second place and a $75 award; Pat Candido of the *New York News* was awarded third prize and $50. McBride's picture shows a driver, William Cox, trapped in the cab of his blazing gasoline truck in Franklin Canyon, Calif. A water-soaked pad was thrown over Cox. Flames were

Wide World

This photograph, titled "Singed," won the Graflex Diamond Award, first prize in *Editor and Publisher's* annual photo contest, and other honors for John F. McBride of the *Oakland* (Calif.) *Tribune*.

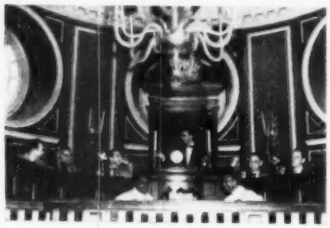
shooting over the driver's head as McBride moved to within fifteen feet of the blazing truck to get his dramatic shot. Fortunately, Cox was rescued, removed to a hospital, and released seven days later.

* * *

A COMMITTEE of five Virginia photographers met recently in Williamsburg to draft a constitution for a new organization, the Virginia Press Photographers Association. The committee members were: Joe Colognori of the Richmond newspapers, chairman; Jim Mayes, *Norfolk Virginian-Pilot*; Herbert Wilburn, *Richmond Times-Dispatch*; Bill Bonsor, *Newport News Daily Press*, and Lonnie E. Johnson, the *Portsmouth Star*.

* * *

THE Virginia Legislature held its annual meeting recently in the restored Colonial Capitol of Virginia, Williamsburg. During a lull in the photographic activities of the day, the press photographers looked for a good gag shot for the files—and they got it, right in the Governors Council Chamber of the restored Capitol. The photogs acted out a session of the governor with his council. The



Virginia press photographers cooked up a gag legislative session at the newly restored Colonial Capitol at Williamsburg. Gagsters are, from left: Doug Green, Harry Borden, Phil D'Adamo, Francis Routt, Pat Patterson, and Phil Flourney.

acting governor for the session was Francis Routt, *Washington Star* staffer, and his council included Doug Green, *Richmond News Leader* photographer; Harry Borden, Williamsburg Photo Service; Phil D'Adamo, Virginia State Chamber of Commerce; Pat Patterson, *Richmond Times Dispatch*, and Phil Flourney of the Virginia State Chamber of Commerce. The sessions over (both the legislature and Routt's Council), Colonial Williamsburg invited the press to cocktails and luncheon at the Williamsburg Inn.

* * *

GEORGE F. STARKEY of the *Duluth* (Minn.) *News-Tribune & Herald* is Minnesota's first newspaper cameraman

Margie Robinson, 23, of Philadelphia, reigned as queen over the 11th annual dinner-dance of the Philadelphia Press Photographers Association in May. Miss Robinson chosen after an audition of amateur and professional talent, has been tap dancing for more than four years.

to be rated as a journeyman commercial photographer under the state's apprenticeship training program.

* * *

KARL L. ROGERS has the honor of being the first staff photographer to be employed by The *Florence* (S.C.) *Morning News*.—

Out of the Snapshot Class?

GRADUATE to a Century GRAPHIC

2¼x3¼ Quality Press Camera Lowest Priced in Graphic History!

Once at least to every camera fan comes the great moment when he decides that, with finer, more versatile equipment, he can leave the ranks of the snapshooters and join the experts and prize-winners! If he is wise, and knows value, that second camera will be the new *Century* Graphic, a precision press camera at a lower than ever price!

The Century Graphic is a famous Graphic camera through-and-through, with many of the expensive features of the Pacemakers. With it you can take action shots, dramatic portraits, human interest pictures in black and white or color. The Century boasts a color-corrected, coated Trioptar f/4.5 lens, and a dependable shutter with built-in flash synchronization. Composing fine pictorials is easy using the ground glass screen shielded by an all-metal folding, focusing hood. Focus is smooth and sure with the precision double rack and pinion control.

Other features include the double-extension bellows for extreme close-ups, a drop bed for wide angle lens shots, open frame view finder, removable lens board, folding infinity stops, rugged front standard with rising, shifting, and tilting adjustments! There's no limit to what you can do with your Century Graphic.

Complete with lens, shutter and sheet film holder, only **$99.50**

The New Graflok Back for Film Choice

An exceptional feature of the Century Graphic is the Graflok Back—a spring-loaded back with built-in slide locks that allows quick interchange of Graphic film holders, film pack adapters, and the new "22" and "23" Graflex-made roll holders. Gives you widest choice of film ever! Also available for earlier model Graphics! See your Dealer.

Roll Holder for Economy

With this new holder, you can use the popular and economical 120 roll film, either black and white or color. Two sizes: the standard 2¼ x 3¼ size (8 pictures per roll) or the 2¼ square (12 per roll). The new 120 Roll Holder fits all 2¼ x 3¼ Graflex cameras, 2¼ x 3¼ Graphics fitted with the Graflok backs, or with inexpensive spring-clip mounts. See your dealer about this wonderful accessory.

Only **$19.95**

Graflite for Flash Perfection

"Handiest, most versatile, easiest operating flash unit made," is what professional press cameramen say about the Graflite, by Graflex. It has 5 outlets, with a choice of 3 different circuits. Use either 5" or 7" reflectors interchangeably. Fits all Graphic and Graflex cameras as well as many other cameras.

Commercial Photographers! Use the New GRAFMATIC Film Holder for Speed

A brand new and exciting sheet film holder designed for your Century or other 2¼ x 3¼ Graphic! No thicker than a film pack adapter, yet it holds 6 sheets of film, allows the most rapid "sequence" shooting ever developed for sheet film—faster than most roll film cameras! Ideal for sports sequences, weddings, spot news, industrial production studies. Interchangeable. Permits selective film processing, automatic exposure counter and many other features! A precision accessory.

Only **$15.95**

Aristo Cold Light 4x5 Enlarger Back

Only $38.75 Use your own 4 x 5 Speed Graphic or Graphic View as an enlarger with the Aristo Cold Light Pack. The Aristo light is a *cold* light, will not harm camera and lens, or buckle the film! Light weight—compact—convenient to use. See it at your Graflex dealer's today.

Graphic Graflex Photography

"The master book of the larger camera." The new revised edition contains over 400 pages packed with illustrations and diagrams. News—press photography—exposure—development—color—and many other chapters, each written by an expert. Published by Morgan and Lester.

Only **$4.50**

Graflex, Inc., Dept. 306
Rochester 8, N. Y.

Please send details on:

Century Graphic ☐ Roll Holder ☐
Grafmatic Holder ☐ Graflite ☐

Name .....

Address .....

City ..... *Zone* ..... *State* .....

GRAFLEX
Prize-Winning Cameras

PEERLESS GUARANTEES YOU EXCISE TAX PROTECTION FOR ALL OF 1950

You Save $190.43
Used
BOLEX H16
With 3 Brand New LENSES

- Built-in Frame Counter
- 1" f1.9 Coated Lens
- 3" f3.5 Coated Telephoto Lens
- 17mm f2.7 Coated Wollensak Wide Angle Lens

List $465.43
Shp. Wt. 14 lbs.
275.00

Try and equal this for value! Everything spotless, in equal to new condition.

Latest 1950 Model
LEICA IIIC
with 3 Lenses

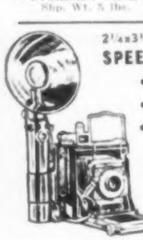
- 50mm f2 Coated Summitar
- 35mm f3.5 Coated Elmar Wide Angle
- 90mm f4 Coated Elmar Telephoto

If New $663.40
COMPLETE OUTFIT
399.00 Used

Latest ARGUS C3 35mm OUTFIT

- f3.5 Coated Lens
- Coupled Rangefinder
- Synchronized Flashgun
- EVEREADY CASE

Shp. Wt. 5 lbs.
39.95 Used



2¼x3¼ Anniversary SPEED GRAPHIC

- f4.5 Kodak Lens
- Kalart Coupled Rangefinder
- Synchronized Flashgun

124.50 Used
Shp. Wt. 10 lbs.

TERRIFIC TRADE-IN ALLOWANCE

on your present camera toward purchase of one of our Latest 1950 Models featuring Built-In Flash Synchronization, Coated Lenses and New-type Rangefinders, etc. Get more out of your hobby NOW — the PEERLESS WAY!

DON'T WAIT! BUY NOW!

Don't put off buying your camera because of pending Excise Tax Legislation. PEERLESS will make a CASH REFUND to all purchasers of cameras or photographic equipment equal to the difference between the price you pay today and the lower selling price established due to Federal Excise Tax Reductions during 1950.

LOOK AT THESE SUPER BARGAINS!

35mm CAMERAS

Adox II, f4.5	$14.50
AGFA Karat II, f2.8 Xenar, Cpld. R.F.	44.50
Argus A, f4.5 Anastigmat	9.95
Baldina Super, f2.8 Xenar, Cpld. R.F.	49.50
Bolsey B2, f3.2 ctd., Cpld. R.F.	49.50
Dollina II, f2.9, Cpld. R.F.	49.50
Jubilette, f2.9 Lens	29.50
Kodak 35, f4.5 Anastigmat	29.50
Kodak 35, f3.5, Rangefinder	44.50
Kodak Bantam, f4.5 Anastigmat	24.95
Kodak Flash Bantam, f4.5 ctd.	34.95
Kodak Retina Ia, f3.5, chrome	39.50
Kodak Retina II, f2.8, R.F. chrome	79.50
Kodak Retina IIa, f2 ctd. Xenon, R.F.	89.50
Mercury II, f2.7 coated	24.50
Perfex Deluxe 55, f2.8, R.F.	34.50
Robot I, f3.5	42.50
Weltini, f2.8 Xenar, R.F.	67.50
Zeiss Tenax I, f3.5, Compur	39.50
Zeiss Tenax II, f2.8, R.F.	89.50
Zeiss Ikonta 35, f3.5 Lens	42.50
Leica A, f3.5 Elmar	42.50
Leica C, f3.5 Elmar	59.50
Leica D, f3.5 Elmar	79.50
Leica F, f3.5 Elmar	94.50
Contax I, f2.8 Tessar	84.50
Contax I, f2 Sonnar	99.50
Contax II, f1.5 Sonnar	194.50
Contax III, f2 Sonnar	169.50

LEICA LENSES AND ACCESSORIES

35mm f3.5 Elmar Wide-angle	$ 69.50
35mm f3.5 Summaron w/a ctd., chrome	99.50
73mm f1.9 Hektor medium tele.	89.50
90mm f2.2 Thambar Portrait Lens	129.50
90mm f4 Elmar Medium Telephoto	69.50
90mm f4.5 Wollensak Tele., Ctd.	79.50
127mm f4.5 Wollensak ctd.	99.50
135mm f4.5 Hektor	89.50
Vidom Universal Finder	24.50
Imarect Finder, chrome	34.50
Nooky close-focusing for Elmar	49.50
Focaslide copying attachment	39.50

CONTAX LENSES AND ACCESSORIES

28mm f8 Tessar extreme wide-angle	$ 72.50
35mm f2.8 Biogon wide-angle	137.50
85mm f4 Triotar medium tele.	74.50
85mm f2 Sonnar high speed tele.	189.50
135mm f4 Sonnar telephoto	124.50
Universal Finder	49.50

REFLEX CAMERAS

Argoflex, f4.5 Anastigmat, ctd.	$ 32.50
Ciroflex, f3.5, Alphax Shutter	47.50
Ciroflex "D," f3.5, Alphax Synchro	64.50
Companion, f2.9 Trioplan	49.50
Kodak Reflex, f3.5 coated	64.50
Kodak Reflex II, f3.5 ctd. Ektalite	104.50
National Graflex, f3.5 B&L Tessar	44.50
Rolleicord I, f4.5 Zeiss	54.50
Rolleicord II, f3.5 Zeiss	74.50
Rolleicord IIa, f3.5 Coated Zeiss	89.50
Automatic Rolleiflex, f3.5 Tessar	144.95
Automatic Rolleiflex, f3.5 Coated Solenoid	169.50

ROLL FILM CAMERAS

Agfa Isolette, 2¼x2¼, f4.5	$ 27.50
Vigilant 620, f6.3	29.50
Tourist, 2¼x3¼, f8.8 ctd., Flash Shutter	27.50
Medalist, f3.5 Ektar	99.50
Medalist II, f3.5 ctd., flash shutter	169.50
Polaroid Land One-Minute Camera	57.50
Voigtlander Bessa, 2¼x3¼, f4.5	29.95
Zeiss Ikonta B (2¼" sq.), f3.5	49.50
Kodak Junior 620, f8.8	14.50
Kodak Vigilant 616, f4.5	29.50
Kodak Vigilant 616, f6.3	19.50
Balda 120, f3.5, Compur, self-timer	32.50
Voigtlander 120, f4.5 Skopar	24.50
Kodak Vollenda, 1-127, f3.5, Compur Rapid Shutter	24.50
Zeiss Nettar, 1-120, f4.5	22.50
Ansco Speedex, 2¼x2¼, f11	12.50

PRESS CAMERAS

2¼x3¼ Busch, f4.5 Zeiss Tessar, flash synchronizer	$ 87.50
2¼x3¼ Pacemaker Crown Graphic, f4.5 ctd., Kalart R.F., Synchro Shutter, flash-gun	159.50
2¼x3¼ Speed Graphic, f4.5 Kodak, synchronized flash-gun	89.50
2¼x3¼ Busch Pressman, f4.5 ctd., synchro shutter, Kalart R.F., gun	99.50
2¼ x 3¼ Pacemaker Speed, ctd. f4.5 synchro shutter, R.F., gun	174.50
4x5 Speed Graphic, f4.5, Kalart R.F., flash synchronizer	139.50
4x5 Meridian, f4.5, Kalart Rangefinder	149.50
4x5 Busch Pressman, f4.7 ctd., synchro shutter, flashgun	109.50
4x5 Pacemaker Speed f4.7, Kalart R.F. solenoid, gun	189.50

8mm CINE CAMERAS

Bell & Howell Companion, f3.5	$ 49.50
B&H Filmo Magazine, f1.9 Coated Focusing, pos. viewfinder, BRAND NEW	159.50
Bolex H8, ½" f1.9, frame counter, 3-lens turret	169.50
Cine Kodak 8-20, f3.5	29.95
Cine Kodak Magazine-8, f1.9 focusing	99.50
Keystone K-22, f2.5 ctd.	44.95
Keystone K-8, f2.5 Wollensak	37.50
Keystone Magazine K-40, f1.9	74.50
Revere-60, Mag., 3-lens turret, f2.8 B&L	94.50
Revere 88, f2.5 Wollensak lens	44.50
Revere 99, 3-lens turret, ½" f2.8 and 1½" focusing lens	89.95

16mm CINE CAMERAS

B&H Filmo 70A, f3.5 TH Cooke	$ 54.95
B&H Filmo Autoload, Magazine f1.9 Lumax	149.50
B&H Filmo Automaster, Mag. turret, f2.5	154.50
Bolex H-16, latest model, built-in frame counter, without lens	179.50
Cine Kodak K, f1.9 focusing mount	84.95
Cine Kodak Magazine, f1.9, focusing	109.50
Keystone A7, (7 speed), f1.5 Woll	69.50

All items listed here are used, subject to prior sale and carry our guarantee for one full year.

8mm PROJECTORS

B&H Filmomaster, 400 W.	$109.50
DeJur, 750 W. still and reverse, f1.6 lens	92.50
Keystone K-108, 750 Watts	79.50
Keystone R-8, 500 Watts	49.50
Kodascope 8-90A, 750 Watts	62.50
Revere 85, 500 Watts	62.50
Universal PC500	39.50

16mm SILENT PROJ.

Bell & Howell 57, 500 Watts	$ 57.50
B&H Diplomat, 750 W. still and reverse	159.50
Bolex G8-16, 750 W. shows both 8mm and 16mm	199.50
Keystone A-72, 300 Watts	47.50
Keystone K-160, 750 Watts	74.50
Kodascope 16-10, 750 Watts	89.50
Kodascope 16-20, 750 Watts	169.50

16mm SOUND PROJ.

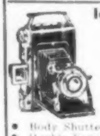
Ampro Premier Ten, 750-1000 W.	$269.00
Ampro Century Five	195.50
Ampro Premier Twenty	279.00
Bell & Howell 179G	349.00
Bell & Howell Academy	298.00
Kodascope FS-10-N, Cordomatic	229.00
Natco Liteweight	179.50
Victor 60C, still and reverse	289.00
Victor 40	169.50
Victor Liteweight, 750 W.	195.50

SLIDE PROJECTORS

Argus PA100, 100 Watts, 2x2	$18.95
Argus PA300, 2x2 and 35mm strip	49.50
Golde Master, 35mm (2x2) and up to 3¼x4 slides, 500 Watts	49.50
Golde Nu-Manumatic, 2x2, 300 Watts	39.50
Kodaslide 2A, 2x2, 150 W.	29.50
SVE AAA, 2x2 and strip, 300 W.	49.50
Viewlex AP-3, 150 W.	26.50
Kodaslide Table Viewer with built-in slide changer	69.50

ENLARGERS

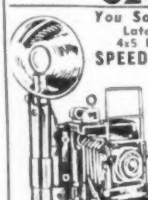
DeJur Versatile II, covers up to 3¼x3¼ neg. area, f4.5 condenser	$ 74.50
Elwood S-2, Studio Model 5x7, 100 Watts	54.50
Elwood SP-2, Studio Model 5x7 200 Watts	83.95
Federal 279, 2¼x3¼, f6.3 lens, condensers	34.50
Kodak Precision A, up to 2¼x3¼, condenser	87.50
Leitz Focomat IB, 35mm	109.50
Omega Automega B3, up to 2¼x3¼	119.50
Omega B4, up to 2¼x3¼	79.50
Omega D2, 4x5, with Color-head	134.50



Ideal for Vacation Snapshots
2¼x3¼—620
KODAK MONITOR

- f4.5 Kodak Lens
- Shutter Speeds to 1/200th
- Body Shutter Release
- Double Exposure Prevention Device
- Automatic Exposure Counter

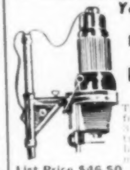
Shp. Wt. 4 lbs.
32.50 Used



You Save $105.30
Latest Model
4x5 Pacemaker
SPEED GRAPHIC PRESS OUTFIT

- f4.7 Coated Optar Lens
- Graphex X Shutter
- Kalart Coupled Rangefinder
- Synchro Flashgun

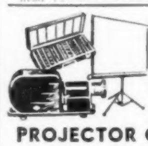
List Price $294.80
Peerless Priced
Shp. Wt. 16 lbs.
189.50 Used



You Save $14.55
Brand New Famous Make
2¼x3¼ ENLARGER
with 3½" f4.5 Coated Lens

Takes all negatives from 35mm to 2¼x3¼ and has features found in enlargers selling for much more.

List Price $46.50
Shp. Wt. 28 lbs.
31.95



You Save $26.25
Brand New 2x2 SLIDE
PROJECTOR OUTFIT

- FAMOUS MAKE (35mm and Bantam) 100 Watt Slide Projector
- 40x40 Crystal Beaded TRIPOD SCREEN
- All metal SLIDE FILE for 150 Glass Slides or 300 Readymounts

List $37.25
Shp. wt. 18 lbs.
17.95

FREE Package of 26 A to Z Color Slides, value $6.95 with each outfit!

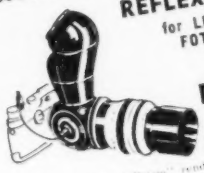
OMEGA D2
4x5 Enlarger
with 5¼" f4.5 Enlarging Lens.
(without color head)

149.95
Used
Shp. Wt. 50 lbs.

PEERLESS CAMERA STORES
138 E. 44th St., 133 E. 43rd St., New York 17 • MU 7-1000

THE CAMERA STORE WITH

PEERLESS BUYERS scour the world markets to bring you the finest in PHOTO EQUIPMENT. Our mass purchasing power, our direct factory connections SAVE YOU PLENTY!



REFLEX FOCUSING for LEICA, CONTAX, FOTON, EKTRA!

KILFITT REPRISCOPE

(Reflex Prism Scope)

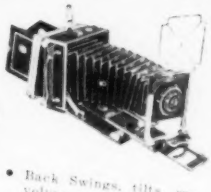
with Sharp, fast, coated KILAR TELEPHOTO LENSES

- Unique "Roof Prism" renders image right side up with sides correct.
- Beautifully balanced—permits hand-held exposures.
- Entire field magnified four times.
- So portable—you see what you get.
- Watch the subject until moment of exposure; ingenious cable releases mirror an instant before shutter.

KILFITT REPRISCOPE For LEICA $274.50 / 314.50 / 1000.00 — For CONTAX $314.50 / 354.50 / 1045.00

with 6" f4.5 coated Kilar Lens
with 12" f5.6 coated Kilar Lens
with 21" f5.6 coated Kilar Lens

Send for Complete Kilfitt Brochure!



Sweeping the Country!

Years ahead in design, construction and features!

Brand New

4x5 LINHOF TECHNIKA III

The World's Finest

PRESS-VIEW CAMERA

- Back Swings, tilts, revolves and takes Graphic type film holders.
- Lens is interchangeable.
- Front lens standard tilts, swings, rises, drops and shifts laterally.
- Triple extension bellows.
- All metal body, leather covered.
- Compact and lightweight.

LINHOF TECHNIKA III Camera only **169.50**

LINHOF TECHNIKA III Camera with 135mm f4.7 Coated Raptar Lens in Rapax Shutter **199.50**

LINHOF TECHNIKA IIIE Camera with new MULTI-FOCUS RANGE-FINDER coupled to both 135mm f4.7 Coated Raptar Lens in Rapax Shutter and 90mm f6.8 Coated Schneider Angulon Wide Angle Lens in Compur Rapid Shutter **319.00**

CLOSEOUT!

Production of the Kine Exakta II discontinued and a new Model V announced. The Model II has almost all of its features at much lower cost! This is your last chance to cash in on this great saving!

Brand New

KINE EXAKTA II

35mm Single Lens Reflex with f2 Factory Coated Zeiss Biotar Lens

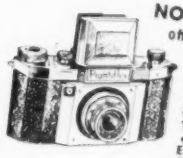
Peerless Priced **169.50**

Features

- Built-in Flash Synchronization.
- Shutter speeds 1/2 seconds to 1/1000.

KINE EXAKTA OWNERS!

Peerless offers Brand New Coated f2 ZEISS BIOTAR Lens for your Coated f3.5 Tessar Lens and only **69.50**



NOBODY but PEERLESS offers this outstanding value!

Brand New, Improved

PRAKTIFLEX II

35mm Single Lens Reflex with f2 Factory Coated Zeiss BIOTAR Lens and genuine leather Eveready Case **109.50**

Features:

- All metal. Lightweight body with chrome trim.
- Improved focal plane shutter with speeds to 1/500th second.
- Interchangeable lens mount.
- Magnifier built into focusing hood.
- Double exposure proof.

YOU SAVE $53.00

Brand New 1949 Zeiss

SUPER IKONTA A SPECIAL

Takes 16 snaps on 120 roll film

- f3.5 Coated Tessar Lens
- Compur Rapid Shutter
- Coupled Rangefinder

List $162.00 **109.00**

Like New 1950 Model

SUPER IKONTA BX

- f2.8 Coated Tessar Lens
- Built-in Flash Synchronization
- Coupled Rangefinder
- New Type Light Meter

List Price $268.00 **189.50**

For fine Color or Black & White Snapshots, indoors and outdoors

Latest 1950 Model

35mm KODAK RETINA IIB

With Built-in Flash Synchronization

- f2.8 Coated Helio Sun Lens.
- Coupled Rangefinder — combined with Viewfinder in single window.
- Condition practically brand new.

List $197.75 **99.50**

Flashgun ... $9.95

TERRIFIC TRADE-IN ALLOWANCE

on your present camera towards purchase of one of our Latest 1950 Models featuring Built-in Flash Synchronization, Coated Lenses, New-type Rangefinders, etc. Get more out of your hobby NOW—the PEERLESS WAY!

MAIL THIS TODAY

PEERLESS CAMERA STORES
138 East 44th Street
New York 17, N. Y.
Dept. P7

Gentlemen:

☐ Send at once your FREE brochure listing and illustrating "PEERLESS EARLY BIRD SPECIALS" from your stock of over 100,000 photo items.

☐ I want to trade my .....

for a .....

Name .....

Address .....

City ..... State .....

BARGAINS GALORE

PEERLESS CAMERA STORES
138 EAST 44th STREET, NEW YORK 17, N. Y.

Bolsey Cameras Sell

BOLSEY CAMERAS

4 out of every 10 Bolsey Cameras are sold on customer recommendation! Before you buy any camera ask a Bolsey owner!

BOLSEY B-2

Precision 35mm Camera With Coupled Rangefinder and Built-in Synchronizer

Simplified, compact, beautiful ...and perfect in performance. Fast f3.2 coated, color-corrected Anastigmat lens. Depth-of-Focus and Film-in-Camera Indicator. Exclusive Double - Exposure - Prevention Device. 2 to 4 EXTRA pictures per roll, in black-and-white or color. $66.90, including Federal Tax.

BOLSEY B ...Precision 35mm Camera with Coupled Rangefinder. f3.2 coated, color-corrected Anastigmat lens. 2 to 4 EXTRA pictures per roll. $55.90, including Federal Tax

See Your Dealer, Ask Your Friends or Write to Dept. 75

bolsey

BOLSEY

CORPORATION OF AMERICA
118 E. 25th St., New York 10, N. Y.

CAMERA CLUBS

Brooklyn Club Offers Reciprocal Print Judging

Camera clubs in the New York metropolitan area are notified that *Central Camera Club* (Brooklyn) welcomes visitors and is willing to work out an exchange jury arrangement with other clubs whose members may be interested. Correspondence should be addressed to Herman Schnibbe, 3156 Fulton St., Brooklyn 8, N. Y.

Boston Professionals Welcome Amateurs to Annual Meeting

A new concept of professional-amateur relations in the photographic field will mark the 49th Annual Convention of the Photographers' Association of New England when the gathering takes place September 17-19 at the Copley Plaza Hotel in Boston. A comprehensive program of professional lectures and demonstrations in lighting, color, laboratory work, and other phases of photography will be opened to amateur visitors who are expected to gain considerable helpful technical information and pointers from watching the commercial men work. A salon of amateur prints will be hung adjacent to the professional show also, it is announced. Full convention privileges will be extended any amateur who becomes a member of the association, the annual dues amounting to $2. For additional details write to Philip G. McKeen, secretary-treasurer of the Photographers' Association of New England, 66 Merrimac St., Haverhill, Mass.

Connecticut Group Plans Annual Scavenger Hunt

Club program chairmen will be interested in the 1950 Scavenger Hunt held by *Connecticut Valley Camera Club* (Hartford). The group is divided into two teams, after which print titles are assigned and the photographers must bring in prints and color slides to fit the titles. The titles, incidentally, are chosen from those turned in by the members themselves, and among those suggested at the start of the contest were Wet Weather, Rendezvous, Street Scene, Sour Grapes, Smoke, and Two of a Kind. It is interesting to note that one title which was ruled out in advance was Children at Play!

Asheville Club Becomes Factor in Civic Projects

Having sold the community on the idea that amateurs can make pictures—and good ones—the *Asheville (N.C.) Photographic Society* finds its work and cooperation in increasing demand among various civic organizations. The local Red Cross has requested the club's assistance in making prints for display purposes, the garden club wants an exhibit for display in conjunction with the garden show, and local and regional publications have shown real interest in pictures submitted by the club.

Monochrome Slides Available

A set of monochrome slides on the subject of Daniel Boon and the Ozarks is open for booking to interested camera clubs, according to the maker, Janet Paul, of Indianola, Ia. Two additional sets of slides are being prepared, all three groups being available to any club requesting them while bookings remain open. Address Miss Paul at 1016 West Salem St., Indianola, Ia.

Print Salon for Exchange

A traveling exhibit of prints made by members of *Guild Hall Camera Club* is now being scheduled for exchange showing. Clubs desirous of corresponding in this connection should address mail to the print chairman, John F. Williams, East Hampton, N. Y.

Clubs Wish to Correspond

Meeting-makers who are willing and able to supply suggestions for programs are urged to write to the recently-organized *Evansville Movie Club*. Program chairman is Ralph L. Swops, R. R. No. 8, Evansville, Ind.

The Camera Pic is the name chosen by a camera club composed of some 40 employees of J. P. Morgan, Inc., 23 Wall St., New York 8, N. Y. This group has launched a comprehensive program of educational activity and will be grateful for any ideas which may be forthcoming. Direct correspondence to the program chairman, Robert C. Brown, at the address given above.

Du Quoin, Ill. high-school amateurs have formed a club called the *Camera Snappers* and are especially interested in exchanging correspondence with other high-school clubs. Write to Donald E. Phillips, 349 North Division, Du Quoin, Ill.

We Hear . . .

THAT the *Color Photographic Association of Canada*, having done considerable and valuable groundwork in the matter of organizing regional directors and groups, has recently elected its first national board. Alice Payne Stark, Toronto, is president, and it should come as no surprise that among the directors chosen is the hard-working Sam J. Vogan. Corresponding secretary is Grace M. Gawley, 258 Delaware Ave., Toronto, Canada.

Over 700 prints and 1100 color slides were entered in the 13th Annual *Circle of Confusion* Salon. Out of these entries two distinguished juries appointed by the Whittier, Calif., club selected 188 prints and 326 slides for exhibition.

When *Temple Camera Club* (Brooklyn, N. Y.) receives one of the helpful "canned" lectures sent out by photographic manufacturers, they put the entire text on the wire recorder the night before the meeting at which it is to be presented. Then on meeting night the wire recording is run off, following which the club members give their personal views and reactions. The Brooklynites feel that a certain amount of streamlining of the program is accomplished in this way.

Photographic Guild of Detroit (Mich.) is happy to welcome as a new member John Sipes, who was the 1949 print director for *Grand Rapids (Mich.) Camera Club*.

You have to hand it to the folks at *The Camera Club* (London, England) when it comes to selecting subjects for color shots. Among these subjects recently was a hotel table tastefully laid for a sumptuous dinner. The good things on the board included a carafe of "delightful sherry," which one of the participating photographers reported to his colleagues was "so cheap and so delightful that we drank the lot."

Entrants who have had at least 10 prints accepted in the Wilmington (Del.) International Salons are honored by being elected "associates of the salon." *Photographic Guild of Detroit* rates high in this regard, with three of its members having gained such associate status: J. Elwood Armstrong, APSA; Jean Elwell, FPSA; and Michael Boll, APSA.

Golden Hill Camera Club (Bridgeport, Conn.) has a few new wrinkles in the way of running a photographic treasure hunt. Subjects, for example, include a pretty girl's knee, a cat and two kittens, a cop directing traffic, a conductor of a train, and an ash can full of ashes. Exposed films must be returned to club headquarters within two hours, are then processed by other members who do not know whose film is whose. Then negatives are judged, not prints.

During the leadership of its president, Dr. Esteban de Varona, *Club Fotografico de Costa Rica* is exploring the possibilities of a Costa Rican International Salon for 1950.

Art Gies has retired after having done an unusually fine job of editing the "Bulletin" of *Queen City Photographers* (Cincinnati, O.). The job has been turned over to Ben Ickesmah, whom we welcome herewith.

Camera clubbers from four states gathered recently, with *Carrollton (Ill.) Camera Club* as host for the evening. Missouri, Tennessee, Kentucky, and Illinois were the commonwealths represented.

Kalamazoo (Mich.) Camera Club accumulates portraits of all its members by holding a shooting night during which each member takes a picture of another member. Lightly furnished, names are drawn out of a hat.

After more than nine years of successful operation, *The Photochromers* (Los Angeles) are pretty well sold on their policy of "no dues, no assessments, no rules, no constitution or bylaws." Starting with 12 charter members in 1940, this club now has more than 200 active members.

If you want to see our idea of a really lusty club paper, take a look at *Cleveland (O.) Photographic Society's* "Through the Darkroom Door." The offset printing process is used to the very best advantage in turning out that bulletin. Photographs are reproduced well, and the text matter almost seems luminous in its sharp black-and-white contrast.

Classified ad noted in recent issue of a camera club bulletin: "Pre-war Graflex, B & L Tessar, case, film magazine, pack adapter, filters, lens shade, flashgun, $75."

Pre-war, hey? With so much offered for so little, we can't help wondering which war.

—*Whit Hillier*

TIMELY PRICE REDUCTIONS ON KALART *Synchronized Prism* RANGE FINDER and FOCUSPOT

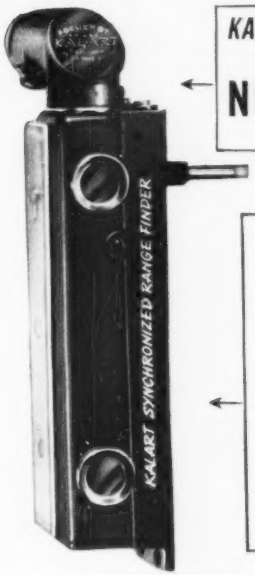
LOOK at these new low prices! Now no owner of a press camera—old or new—can afford *not* to have both a Kalart Range Finder and Kalart Focuspot.

If you have never used a Kalart Range Finder, you will find it soon pays for itself. It assures instant, automatic, *sure* focus—the fine, precision focusing that is essential to needle-sharp enlargements. Kalart Range Finder focusing is actually more accurate than ground-glass focusing.

If your camera already has a Kalart Range Finder, the addition of a Kalart Focuspot makes possible quick, accurate focusing in dim light or even in total darkness. Switch it on, and twin beams of light are projected from the two windows of the range finder. When the beams merge on the subject, it is in focus. Beams also show approximate center of picture—a wonderful aid for "steal shots."

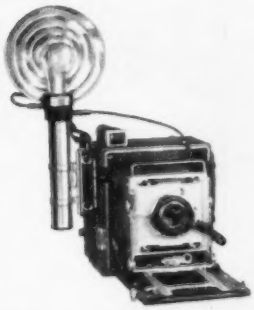
There's no substitute for a Kalart

Since 1936 the Kalart Range Finder has been the No. 1 choice of top-flight photographers. They know from experience they can depend on a Kalart for correct focus at all distances from 3 feet to infinity. No other range finder has so many exclusive and patented features. Only a Kalart can be adjusted accurately to lenses of different focal lengths. That's why a Kalart can be adjusted to *each individual lens* with utmost precision. For best results with your press camera, get a genuine Kalart Range Finder and Focuspot.

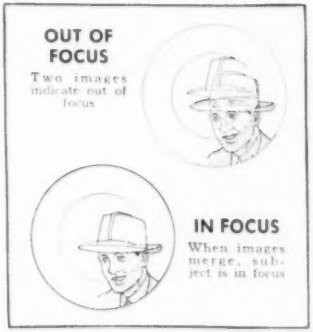


KALART FOCUSPOT
WAS $15.25
NOW $9.95
Excise tax free

KALART SYNCHRONIZED PRISM RANGE FINDER
WAS $38.50
NOW $29.95
Excise Tax Free
Installation on most cameras $3.00 to $3.50



How your press camera looks when it is "Kalart Complete"—with Kalart Synchronized Range Finder and Focuspot. Also, Kalart Master Flash Unit, $14.50.



Patented features of the Kalart Range Finder permit accurate adjustment to your individual camera and lens—assuring true precision focusing.

Kalart Focuspot indicates "in focus" when twin beams of light from two windows of range finder merge on subject. Beams can be projected 50 or more feet.

IMPORTANT

To owners of pre-war Kalart Range Finders—The Kalart Focuspot cannot be fitted to pre-war Kalart Range Finders. But at today's new prices, you can buy the improved Kalart Synchronized Prism Range Finder *and* the Kalart Focuspot for only a trifle more than the former price of the Range Finder alone.

KALART
CREATORS OF THE CAMERA OF TOMORROW

FREE KALART LITERATURE

The Kalart Company Inc., Dept. AA-7, Plainville, Conn.
Please send free literature
_____ Kalart Range Finder and Focuspot
_____ Kalart Camera
_____ Kalart Speed Flash

Name _____
Street _____
City _____ State _____
Make of Camera owned _____
Name of Dealer _____

Here it is!

A new Bell & Howell magazine loading 8 for only $129.50!

Now – an easy way to Bell & Howell quality vacation movies – at low cost!

You told us you wanted a movie camera with these specifications—

Simple to operate.
Inexpensive to run.
Easy-on-the-pocketbook price.
No sacrifice of the famous Bell & Howell quality.

Well, here it is—and it fills every one of your demands! The new camera is truly a worthy member of the fine Bell & Howell family.

Pictures you take with *this* camera don't jump and jiggle when thrown on the screen. They're crisp, clear and lifelike—true Bell & Howell movies.

Easy magazine-loading makes this camera ideal for vacationers. Load and unload the camera in full daylight. Just lift out one magazine and drop in another. Change magazines whenever you please, from color to black-and-white or vice versa. You don't have to wait until all the film in a magazine is exposed.

And 8mm film is an advantage, too. Means *more* fine vacation movies at less cost. Make this vacation one to remember by taking along this wonderful camera! See your dealer today!

Eight great features!

Convenient magazine-loading, no threading, no bother exclusive Bell & Howell positive viewfinder, you see exactly what you get five accurately set camera speeds, including true slow-motion simple, accurate film footage indicator easy-to-read built-in exposure guide precision-built like all the other fine Bell & Howell cameras fine Filmocoted f 2.5 lens for needle sharp, professional quality pictures low cost operation with 8mm film.

And it's guaranteed for life! During life of the camera, any defect in workmanship or materials will be remedied free (except transportation).

You buy for a lifetime when you buy **Bell & Howell**
Chicago 45

Exclusive with SKAN!

View Finder

SEES THE PICTURE . . . FRAMES THE LIGHT!

Here at last is an exposure meter that's *easy* to use! There's no guesswork, no doubt, no aiming "in the dark" with the new SKAN View-finder Meter. Just a glance and the SKAN View-finder frames your picture *exactly*—gives you precision light reading never before possible. And it's the only meter with the same restricted light acceptance angle for both high and low sensitivity . . . same high degree of accuracy in *any* light.

For all picture taking—stills and movies, black-and-white or color, indoors and out.

SKAN View-finder Meter with Twin Scale (illustrated) $24.95

SKAN Standard Exposure Meter, popularly priced at $14.95

(Prices include case and tax on meter.)

SKAN

photoelectric Exposure Meters

G-M LABORATORIES INCORPORATED
4300 N. KNOX AVE. • CHICAGO 41

TOOLS & TECHNIQUES

By NORMAN C. LIPTON

A round-up of recent developments and significant trends

Photo-Electronic Brain. In the midst of the grim war effort five years ago, Dr. Vannevar Bush, the famous American physicist and atom scientist, took time off to philosophize on the important postwar role that photography was expected to play as a scientific and educational tool. In a long dissertation on the subject published in *Atlantic Monthly* for July 1945 ("As We May Think"), Dr. Bush told how scholars doing research in libraries would be equipped with a tiny recording camera which would be strapped to the forehead like an opthalmologist's head-mirror and made to record significant pages or parts of pages by flashing of a self-contained speedlight tube. The results would be quickly processed and then filed in microfilm form in an electronic machine of enormous capacity which would be capable of producing any desired data or information an instant after a set of simple locating keys were pressed. In this way, photography would infinitely expedite the recording, filing, location, and assimilation of data and make for the most efficient use of available resources and knowledge.

At this moment, the effortless recording technique that Dr. Bush described hasn't quite been realized. But an ingenious machine for filing, correlating and producing microfilm data has—a so-called "electronic brain" developed jointly by the U. S. Departments of Commerce and Agriculture. A prototype is now in the process of being tested and remodeled (in the light of new scientific developments) under the supervision of Ralph R. Shaw, Librarian of the Department of Agriculture, in cooperation with the Atomic Energy Commission. It is hoped that the Rapid Selector, as the machine has been labeled tentatively, will be ready for daily operation in about a year.

When details of the prototype were disclosed originally early last summer, we learned that the machine uses standard 35-mm cine film, on each reel of which the content of some half-a million conventional library cards can be "stored." Each microfilm frame on the reel includes a code pattern indicating the subject to which the information relates. The machine operator desiring to obtain all data relating to a given subject merely inserts a master key card related to the code pattern, and the selector's photoelectric "eyes" begin to scan the film reel at a rate of more than 60,000 frames a minute. The machine automatically selects and photographs the desired frames with high-speed flash on a separate film without interrupting the scanning procedure. The machine can be coded for ten million subjects. The flash duration is about 1/500,000 second to "stop" the moving frames in motion. Basic features are unpatented and details may be inspected at the Office of Technical Services in Washington, D. C.

At present, the Rapid Selector does not carry out multiple instructions at one time like other types of "big brain" calculating machines, but it does have a practically unlimited capacity for storing and retaining data for an almost indefinite period of time. Librarian Shaw sees no reason why additional instructions—six, ten, or even hundreds—couldn't be followed simultaneously if the greater complexity of the machine is justified by need. He tells us, too, that the remodeling project now under way is intended to eliminate the slow-down required when data less than 10 frames apart must be recorded. Should this be successful, about two-thirds of the electronic and optical equipment in the machine will be eliminated simultaneously with the improvement in operating performance.

1,000 Lines per Millimeter! A brand-new photographic reproduction system capable of resolving more than 1,000 lines per mm and producing any desired "gamma" between 1.0 and 6.0 by simple external controls has been described in the March 1950 issue of the *Journal of the SMPTE*. Developed by the Philips Research Laboratory, Eindhoven, Netherlands, the new, and as yet incompletely explored, method is known as the "metal-diazonium system." It makes use of a homogenous (non-gelatinous) solution of a diazonium compound and a metal salt (mercurous nitrate or aurochloride, etc.) coated on a cellophane or paper base. When the coated material is exposed to light, the metal (mercury or gold, as the case may be) separates out in the form of a very faint negative image. The latter is transformed into a conventional silver image by a simple "physical development" reaction.

The contrast of the resulting image is extremely high when the moisture content of the base is low and the printing-light intensity great at the time of exposure. Increasing the moisture content of the base to 25 to 30 percent by weight and lowering the light intensity make for much lower contrast under identical processing conditions. This unusual quality makes the metal-diazonium system peculiarly useful as a movie release-print material where the sound track must necessarily be printed to a high contrast while the adjacent picture image is comparatively soft. The sound track and picture footage may be processed together after having been exposed separately. In addition, exposure or developing variations in the negative may be compensated for on the release print by varying the contrast in printing.

Other applications for the system lie in microfilm documentation and in the re-

BEAUTIFUL BLACK AND WHITE PRINTS

60 seconds after you snap your POLAROID *Land* CAMERA

Just drop the film in your Polaroid Camera, snap the shutter, and in 60 seconds you'll enjoy the thrill of a lifetime — a beautiful finished print in your choice of sepia or black and white. In brilliance of whites and depth of blacks . . . in crispness of detail — these new Polaroid black and white prints challenge expert darkroom production.

Because you see your results on the spot, there is no *danger of missing* those once-in-a-lifetime shots. After taking the first picture, you can always vary lighting, pose or composition to get exactly what you want.

You'll enjoy thrills you never dreamed of with your Polaroid Camera. Indoors or out, day or night, rain or shine, you can do things with a Polaroid Camera that were never possible before.

Inexpensive copy negatives to use in your own darkroom, extra prints and enlargements are available through your camera store.

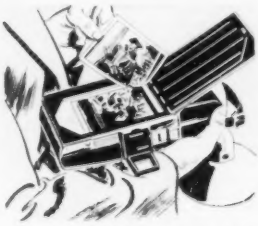
For a free booklet that answers all your questions about picture-in-a-minute photography, write Polaroid Corporation, Dept. P-50, Cambridge, Mass.

Ask your photo dealer for a demonstration today!

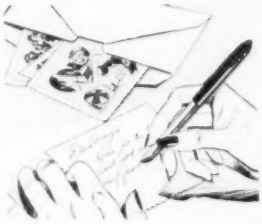
Polaroid Photography is
DOUBLE THE FUN

All the features of ordinary photography plus the thrill of seeing your pictures as you take them.

Take and show party pictures while the fun's still going on.



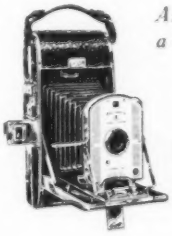
Make sure of those once-in-a-lifetime baby, wedding or graduation pictures.



Mail to family and friends vacation pictures while they're still news.

*Named for its inventor, Dr. Edwin H. Land.

Polaroid ®



Guaranteed by Good Housekeeping

POLAROID *Land** CAMERA

production of large drawings, specifications, patterns, etc., heretofore serviced by diazotype and blue-printing. The extremely high resolution of metal-diazonium is bound to be a decisive factor. The Philips people are confident that their new system will be recognized also as an ideal medium for the recording and reproduction of music, eventually replacing phonograph disks. Coated on cellophane, metal-diazonium recordings are permanent, non-breakable, extremely compact, and "faithful"—free of non-linear distortion and capable of recording high frequencies.

The metal-diazonium system at its present stage of development is not fast enough to serve the purposes of a photographic "taking" material. Coated on a paper base, it is about ten times as fast as diazotype printing papers, which produce a direct positive image when "developed" by ammonia fumes.

Vista-Dome Photography. Planning to shoot Western landscapes this summer through Vista-Dome railroad train tops? Here's data from Kodak which you may want to file for future use—based on extensive tests with sample glass supplied by the Pittsburgh Plate Glass Company whose product goes into the "dome": with Daylight Kodachrome or Type A Kodachrome with a Type A Filter for Daylight, use a Kodak CC-30R (red) filter, which has a factor of 1.6. This means that when you expose by meter, the indicated exposure has to be increased by $\frac{2}{3}$ stop.

Should you use exposure tables instead of a meter, the estimated exposure with Daylight Kodachrome should be increased by 2 stops when shooting through a top Vista Dome window and by $1\frac{1}{2}$ stops when shooting through a side window. This compensates for the correction filters as well as the absorption of the glass. When exposing black-and-white film through the "dome" (without filtering), increase the indicated exposure by 1 stop for top windows as well as for side windows.

The Gamma Duflex camera, a single-lens 35-mm reflex now being manufactured in Budapest, Hungary, incorporates a brand-new type of reflex mirror which for the first time permits the use of wide-angle lenses as well as normal and long focal lengths in equipment of this type. In place of a reflex mirror mounted on a horizontal axis, which swings upward out of the light path as the shutter is released, the Duflex has a metal mirror that "splits into two equal halves" as the shutter is tripped, one half moving horizontally to one side, and the other half to the opposite side to admit the image-forming light rays to the film plane. Since the mirror halves are always at an angle of 45 degrees to the optical axis, there is no danger of interference between mirror and rear element or barrel of a short focal-length wide-field lens.

In general design and operation, the Gamma Duflex is quite similar to the Contax-S recently introduced here. It is focused from eye level and presents an uninverted image. It has a screw-in mount accommodating Leica lenses and a focal-plane shutter operating across the long dimension of the film, and it makes double-frame negatives or color transparencies on 35-mm film stock. Chief designer of the Duflex is the well-known European physicist and miniature photographer Dulovits who originated the "Duto" line of diffusing screens some years ago.

Our informant, who was a physicist and designer on the Duflex project with Gamma in Budapest until three years ago, offers an intriguing suggestion that the unique mirror design of the Duflex be incorporated in an American-made $2\frac{1}{4}$x$2\frac{1}{4}$ single-lens reflex camera equipped with 40-mm wide-angle, 75-mm normal, and 125-mm tele lenses. His former associates have written him that the entire Duflex camera output is continuing to find its way to Eastern markets and that its export to the United States seems quite remote.

"Warmtone" Paper. We have found du Pont's new Warmtone Projection Paper one of the most effective and easy-to-use "self-toning" papers on the market. Lacking time to mix a batch of soft-working 55-D solution recommended by the manufacturer, we tested the new material in fresh 1:2 Dektol using a popular warm-tone "portrait" paper as our control. Exposed for 90-second development, the new du Pont paper produced dark brown shadow and half-tone colors appreciably warmer than our identically treated control. This printing material should answer the needs of the casual worker who wants to make an occasional "grandstand play" in portraiture or pictorialism without unduly upsetting his darkroom procedures. It can't help but find favor among the ranks of the salonists too because of the flexibility it provides: entire new families of tones resulting from the use of softer working developers and also from toning with selenium or gold chloride.

Odds and Ends. Various magazine photographers have been observed toting Rolleis with lens diaphragms calibrated all the way down to *f*/64 (instead of being limited to *f*/22). Inquiry revealed that this modification was one of several new services instituted by Al Muller, the New York repair specialist whose internal flash installations for Rollei, Contax, and Leica were described in T&T for February 1949.

. . . Although photographic sales today are 60 percent for professional usage and 40 percent for amateur, the figures are exactly the reverse when it comes to flashbulb lamp sales, according to Byron Christman, head of the G-E photolamp sales operation at Nela Park. The high volume (some 139 million lamps sold in 1949) is due to the post-war boom in simple flash cameras: 2 of every 3 indoor pictures are flash shots. And a welcome hint: "The logical conclusion is that as the sales curve continues to rise, the price line will continue to slip downward." The very same sentiment was echoed by George E. Connors, Sylvania's new manager of photolamp sales, which sort of makes it unanimous.—

WAR SURPLUS OPTICAL BARGAINS

ASSEMBLE YOUR OWN BINOCULARS

Complete Optics!

Complete Metal Parts

SAVE More Than ½ Regular Cost

GOVERNMENTS 7x50 BINOCULARS

(American Made—Not Japanese)

Here's an unusual opportunity to secure a fine set of Binoculars at a substantial saving of money. Offered here are complete sets of Optics and Metal parts for the 7x50 Binoculars. These components are new and all ready for assembly. Full instructions supplied. **METAL PARTS**—Set includes all Metal Parts—completely finished—for assembly of 7x50 Binoculars. No machining required. A sturdy Binocular Carrying Case is optional with each set of Metal Parts.

Stock No. 842-P ..... **$39.40 Postpaid**
plus $4.80 for Case ..... **Total $44.20**

OPTICS—Set includes all Lenses and Prisms you need for assembling 7x50 Binoculars. These optics are in excellent condition—perfect or near perfect and have new low reflection coating.

Stock No. 5102-P—7x50 Optics .. **$25.00 Pstpd.**

NOTICE: Add 20% Federal Excise Tax to your remittance if you buy both Binocular Optics and Metal Parts.

SIMPLE LENS KITS

THE LENS CRAFTERS DELIGHT! Fun for adults! Fun for children! Kits include plainly written, illustrated booklet showing how you can build lots of optical items. Use these lenses in photography for copying, **ULTRA CLOSE-UP SHOTS.** Microphotography, for "Duratoy Camera," Kodachrome Viewer, Detachable Reflex View Finder for 35 mm. cameras. Stereoscopic Viewer, ground glass and enlarging focusing aids. And for dozens of other uses in experimental optics, building TELESCOPES, low power Microscopes, etc.

Stock # 2-P—10 lenses ..... **$ 1.00 Postpaid**
Stock # 5-P—45 lenses ..... **$ 5.00 Postpaid**
Stock #10-P—80 lenses ..... **$10.00 Postpaid**

SPECIAL! SPECIAL! RONCHI RULINGS

Black Line Grating

Plate glass with etched parallel black lines—space between each line is same as thickness of the ruled line itself. Number of lines per inch range from 65 to 133 as shown below. Used for testing astronomical mirrors, testing microscope objectives and magnifiers, used in pairs to see diffraction pattern.

1 in. x 1 in.			2 in. x 2 in.		
Stock No.	Lines Per In.	Price	Stock No.	Lines Per In.	Price
2122-P	65	$ .75	2133-P	65	$1.50
2126-P	85	.75	2134-P	85	1.50
2127-P	110	1.00	2136-P	110	2.00
2128-P	120	1.00	2137-P	120	2.00
2129-P	133	1.00	2138-P	133	2.00

All above sent Postpaid.

MOUNTED TELESCOPE EYE-PIECE—Kellner type. Excellent astronomical and other telescopes. War Surplus. Government cost about $18.00. Focal length 24 mms. Lens diameter 23 mms. Unusually wide field.

Stock No. 5189-P ..... **Price $3.25 Postpaid**

THICK FIRST SURFACE MIRROR—Aluminized and hard coated. May be cleaned without scratching surface. Optically flat to ¼ wave. Size 3¹¹⁄₁₆"x3¹⁄₁₆" ... ½" thick. Excellent substitute for large Right Angle Prism.

Stock #562-P $3.00 Postpaid

SEE COLOR TELEVISION NOW!

TODAY! . . . For Only $1.00

See your Black and White image in vivid colors. Your optical "converter" is one of our Plain Tank Prisms. Simply hold it up to your eyes and look through the prism. Your television image will take on brilliant hues of red, orange, yellow, blue, green, indigo, violet. A beautiful sight—Practical? Not for steady use, but definitely a unique and novel effect. These prisms are war surplus . . . sold at a fraction of their original cost.

Stock #3101-P—Plain Tank Prism (Seconds—Slightly chipped) ..... **$1.00 Postpaid**

Stock #3005-P—Plain Tank Prism (First Class) ..... **$2.00 Postpaid**

RIGHT ANGLE PRISMS

Stock #3122-P— 6 mm. x 6 mm. Face **$ .80 Pstpd.**
Stock #3131-P— 11 mm. x 13 mm. Face **$1.00 Pstpd.**
Stock #3145-P— 20 mm. x 19 mm. Face **$1.00 Pstpd.**
Stock #3162-P— 25 mm. x 25 mm. Face **$1.50 Pstpd.**
Stock #3155-P— 31 mm. x 31 mm. Face **$3.00 Pstpd.**
Stock #3102-P— 32 mm. x 33 mm. Face **$1.00 Pstpd.**
Stock #3169-P— 41 mm. x 40 mm. Face **$3.00 Pstpd.**
Stock #3091-P— 47 mm. x 47 mm. Face **$4.00 Pstpd.**
Stock #3054-P—167 mm. x 49 mm. Face **$4.00 Pstpd.**

TELESCOPE EYE-PIECE—Consists of 2 Achromatic lenses F.L. 28mm, in a metal mount.

Stock No. 5140-P ..... **$4.50 Postpaid**

MAKE YOUR OWN ENLARGER

MOUNTED ANASTIGMAT LENSES

Use for Projectors, Enlargers, Copying Cameras. Complete with Shutter and Diaphragm. Value about $20. These were made for a specific camera but had longer or shorter focal length than could be used, and then the camera was discontinued. An excellent buy. WE WILL INCLUDE FREE ILLUSTRATED BOOKLET on HOW TO MAKE YOUR OWN ENLARGER.

Stock No. 8004-P. Speed f.7.7, focal length approx. 127 mms. Suitable for pictures, negatives, positives up to 3¼x4¼ ..... **$7.50 Postpaid**

Stock No. 8006-P. Speed of f/7.7, focal length approx. 100 mms. Suitable for pictures, etc. up to 2¼x3¼ ..... **$8.50 Postpaid**

CONDENSING LENSES—Seconds, but suitable for Enlargers and Spotlights.

	Ea. Pstpd.
Stock No. 1103-P—$\frac{3}{16}$" dia. ½" F.L.	$ .50
Stock No. 1086-P—1$\frac{11}{16}$" dia. 3" F.L.	.25
Stock No. 1115-P—2" dia. 3¼" F.L.	.50
Stock No. 1077-P—2¾" dia. 3" F.L.	1.00
Stock No. 1084-P—2½" dia. 4" F.L.	1.00
Stock No. 1099-P—4$\frac{1}{16}$" dia. 6½" F.L.	1.20
Stock No. 1019-P—6" dia. 16" F.L.	2.00
Stock No. 1061-P—6½" dia. 9" F.L.	2.50

MOUNTED PROJECTION LENS—Speed F/1.9 . . . F.L. 15 mm. $22.00 value for $7.50. Low Reflection Coated. Used on 8 or 16 mm. Movie Projectors . . . or to make a Desk Viewer or Editor . . . for 16 mm. Micro-film Reader . . . for Contour Projector for very small items.

Stock #4045-P ..... **$7.50 Postpaid**

OWNERS OF MINIATURE CAMERAS USING 16 MM. FILM

Stock #4045-P above, is an excellent lens for making a still Projector to show your transparencies.

NEW 50-PAGE IDEA BOOK "FUN WITH CHIPPED EDGE LENSES"

Contains wide variety of projects and fully covers the fascinating uses of numerous types of lenses . . . **only $1.00 Postpaid.**

UNUSUAL BARGAIN BUBBLE SEXTANTS

These Army Air Forces Bubble Sextants costs the Govt. about $125 each. A real bargain at our price at $12.50! Wooden carrying case included. Also auxiliary items Wartime used. **BUT COMPLETELY REPAIRED COLLIMATED AND PUT IN GOOD WORKING ORDER.** If not satisfied that Sextant is exactly as represented, return within 10 days for refund. Full directions for use accompany each shipment.

Stock No. 924-P ..... **$12.50 Postpaid**

Stock No. 953-P—Same Sextant as above but only fair condition and not in good working order. Sold as is ..... **$5.75 Postpaid**

Stock No. 954-P—Same Sextant as above but poor condition. No carrying case or accessories. Sold as is ..... **$2.50 Postpaid**

Same Sextant as 924-P, but **BRAND NEW** and with Automatic Electric Averaging Device and Illuminated Averaging Disc for nighttime use. Govt. cost $217. Though brand new we have rechecked Bubble and Collimation and GUARANTEE perfect working order.

Stock No. 933-P ..... **$22.50 Postpaid**

BUBBLE SEXTANT—TYPE A-8A. Excellent condition but may be slightly used. Each has been carefully checked and collimated. Averaging device for nighttime use. Carrying Case and instruction booklet included. Gov't cost about $325.00. Attention! Boat Owners! This Sextant can also be used to view the natural horizon.

Stock #946-P ..... **$32.50 Postpaid**

SPECIAL! SPECIAL! PROJECTING LENS SETS!

SLIDE PROJECTOR SETS

Consists of all unmounted lenses you need to make the following size projectors:

Stock #4038-P—2¼"x2¼" ..... **$3.35 Postpaid**
Stock #4039-P—2¼"x3½" ..... **$3.35 Postpaid**
Stock #4029-P—35 mm. ..... **$2.85 Postpaid**

35 MM. KODACHROME PROJECTING LENS SET—Consists of a mounted projecting lens, heat absorbing glass, 2 condensing lenses.

Stock #4035-P ..... **$4.85 Postpaid**

MOUNTED PROJECTING LENS SYSTEM—F.L. 91.44 mm. (just right for 35-mm. Projector). Speed of F/1.9. Outside dia. of mount at one end 60 mm. Length of mount 64 mm.

Stock No. 4033-P
$3.00 Postpaid

LENS CLEANING TISSUE—1st quality sheet size 11x7½ in. Made to Govt. specifications. High wet strength. Free of abrasives.

Stock No. 721-P—500 sheets ..... **$1.00 Postpaid**

HEAT ABSORBING PLATE GLASS

Stock No. 4009-P—4" x 5" ..... **35c Postpaid**
Stock No. 4010-P—2" x 2" ..... **10c Postpaid**

LOOK! LOOK! LOOK!

Sheet Polarizing Material Stock #691-P—Pair of 1" dia. Circles ..... **20c Postpaid**
Stock #692-P—Pair of 2" dia. Circles .. **35c Pstpd.**

IF YOU'RE INTERESTED IN OPTICAL BARGAINS
Write for FREE CATALOG P We Have Literally Millions of War Surplus Lenses and Prisms for Sale at Bargain Prices. Numerous Types of Instruments Too!

ORDER BY SET OR STOCK NO.

EDMUND SALVAGE COMPANY · BARRINGTON, NEW JERSEY

How to SAVE MONEY...

ON THE BEST PHOTO EQUIPMENT YOU CAN BUY

Ciro-flex REFLEX CAMERAS

Look in the viewing panel, get a print-size preview of your picture! Includes all the important features of reflex cameras selling for twice as much — it's the best reflex camera buy on the market! Five Models — $76.98 to $148.75.
MODEL D With F 3.5 coated Wollensak lens, Alphax shutter (1, 10 1/200 sec.), built-in flash synchronization $83.50

• • • • • • •

ESSENKAY COLOR FILM ADAPTER

Permits use of Bantam-size (828) Kodachrome film in your Ciro-Flex camera, or most other 120 or 620 size roll film cameras! In seconds, you install or remove the adapter. Take advantage of color film and its exciting results now. Excise Tax, 80c EACH $4.75

• • • • • • • •

B&J

SPEED PRESS CAMERAS

Save $30-$50 with this basic camera — build a complete photographic outfit for any purpose, around it. It's the most versatile camera made — perfect for fast-action, table-tops, portraits, etc. And it includes 24 important features. Available in $2\frac{1}{4}$x$3\frac{1}{4}$" or 4x5" sizes, less lens and flash gun $69.50

1897 **Burke & James, Inc.** 1950
FINE PHOTOGRAPHIC EQUIPMENT FOR OVER 53 YEARS
321 S Wabash Ave Chicago 4, Ill. U.S.A.

WARD PEASE DISCUSSES

FILM SIZE vs. PRINT SIZE

WE LIVE in a fortunate age of photography in that we can choose the size of film that we want to use with a fair degree of independence from the size of the prints that we want to make. This was not always true. When Brady and his men went onto the battlefields of the war of the rebellion and Jackson set off for the wilderness of the West shortly afterward, they took big cameras if they wanted to show big pictures. Using an 11x14 camera in the mountains, reached only by pack train, was no easy task.

As equipment, techniques, and materials have been improved, enlarging has become increasingly important. Not many years ago a common term for good pictures was "contact print quality." This phrase seems to have dropped out of the language of photography. The difference between contact and projection quality has almost disappeared. Contact printing, once the backbone of photography, is becoming less and less important among the advanced amateurs. Among my friends are some photographers who admit that they never did learn to make a contact print. All of this is indicative of the growth of the relative importance of enlarging and the increasing independence of film size from print size.

I can think of several factors which influence the choice of film size to be used. A knowledge of these points will be of value to anyone who is thinking of buying a camera. While there is an increasing independence between film size and print size, this still constitutes a major factor. Also to be considered are the size of the groundglass image on cameras having a groundglass, focal length of lens and maximum aperture available in relation to depth of field desired, cost and availability of film, and size and type of camera.

For most amateurs I think that print sizes could be divided into three groups. In the first and largest group (in dimensions of print, that is) would be the 14x17 and 16x20 prints which are most popular in the salons and other exhibitions. A steady upward trend in the sizes of prints for these purposes was stopped some years ago by the recommended practices of the Pictorial Division of the Photographic Society of America. While no salon need be bound by these recommended practices, none since has shown any inclination to overstep the recommended 16x20 top limit on mounts. I feel that most amateurs are not concerned with the salon sizes. For personal use they seem to prefer 8x10 and 11x14 prints—at least those are the paper sizes most readily available in photographic stores. This group would be the second one of the divisions mentioned above. The third group would take in the enlargements to 4x5 and 5x7. This is the album or pocket-print size, and to a certain extent takes the place of the contact prints of those who have the larger cameras.

Where do these three groups fall with regard to film size? There are those who would want to say "So what! You can make 16x20 prints from 35-mm films, so there is no more to be said." It is true that excellent 16x20 prints have been made from 35-mm negatives, but that does not mean that anyone can do it nor that those who can do it occasionally can do it whenever they want to, nor that the resulting prints will always be free of the effects of over-enlargement. I will admit, however, that print data indicate that a surprisingly large number of those who hang the big prints in salons are using the $2\frac{1}{4}$x$2\frac{1}{4}$ film size. I also feel that those who are doing it have developed a high degree of technical skill in the handling of their cameras and in their processing techniques. They also use high precision, top grade (and expensive) cameras and lenses. I am not trying to tell those boys anything; they probably know as much about it as I do. But for the amateur photographer who has a start and is aspiring to the exhibition of his prints in salons, I will say that he will be working under somewhat less of a handicap technically if he will start off with a slightly larger size, say $2\frac{1}{4}$x$3\frac{1}{4}$, $3\frac{1}{4}$x$4\frac{1}{4}$, or 4x5.

When it comes to the next size group, that of making the 8x10 and 11x14 prints, I feel that about the same camera sizes are in order, with the $2\frac{1}{4}$x$2\frac{1}{4}$ added for those with the more advanced technical experience in negative development, and the 4x5 omitted. I say this because in so many cases of those making prints in this size bracket, photography is a casual or occasional matter. There is nothing like a high enlarging ratio to show up any deficiencies in the processing of the negative. In addition to poor definition and grain, there is the ever present bugaboo of spotting out the white and black spots on the prints which are the evidence of carelessness. Many excellent prints in these sizes are made from negatives exposed in the better grade 35-mm cameras. I have noticed that when even the best workers attempt to stretch those little negatives beyond 11x14, the fact becomes evident. In all of this discussion, it is assumed that practically the entire negative is being enlarged. When only a small portion is involved, obviously the difficulties will increase.

When it comes to the album-size prints, even the rather modest 35-mm cameras should fill the bill. Obviously any of the larger ones would also serve, even on up to the sizes where contact printing could be resorted to. For contact printing, $2\frac{1}{4}$x$3\frac{1}{4}$ is usually considered about the minimum size, and even there, it is a toss-up

Only the Ciro "35" has $100 features at a $39.95 Price

★ Built-in flash synchronization!

★ Coupled Range Finder!

★ Lightweight Aluminum Body!

★ Coated Wollensak Lenses and Shutters!

PERFECT FOR COLOR!

The newest Ciro achievement—a small, lightweight 35 mm camera at a new low price that makes it the best buy in the 35 mm field! For color or black-and-white pictures with carefully-etched detail, plus plenty of depth and contrast . . . for fast-action shots in a hurry—try a Ciro-35!

Model R. With F:4.5 lens, shutter speeds 1/25-1/150	$39.95*
Model S. With F:3.5 lens, shutter speeds 1/20-1/200	46.80*
Eveready Carrying Case	6.50
Flash Gun	5.85

*Incl. Fed. Excise Tax

1897 **Burke & James, Inc.** 1950

FINE PHOTOGRAPHIC EQUIPMENT FOR OVER 53 YEARS

321 S. Wabash Ave., Chicago 4, Ill., U.S.A.

WRITE FOR DETAILS, SEE YOUR DEALER!

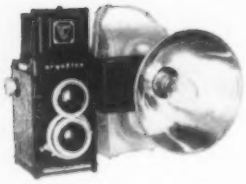
Please send me full details about the Ciro 35 Camera—best buy in the 35 mm field!

Name.....

Address.....

City.....State.....

PP7



ON VACATION...
ARGUS NEVER FORGETS

ARGOFLEX EF...shows the picture before you take it. Also has built-in flash and coated f4.5 lens for all-weather pictures. It's America's lowest-cost precision twin-lens camera. Now priced at only **$56.95** including case. Flash Unit, extra, **$8.63.**

AT WEDDINGS...
ARGUS NEVER FORGETS

ARGOFLEX FORTY...the camera for everybody. Simple as a box camera, but with fine f4.5 lens equipment for all-weather picture taking. Built-in flash, double exposure prevention, brilliant viewfinder. Only **$33.95.** Flash Unit, extra, **$4.08.** Carrying Case **$4.95.**

AT GRADUATION...
ARGUS NEVER FORGETS

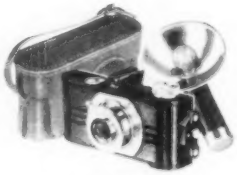
ARGOFLEX 75...first choice of all low-cost cameras. Has high-priced features, including built-in flash and double exposure prevention. Ideal for youngsters or beginners. Easy to use. Only **$14.89.** Flash Unit, extra, **$4.08.** Carrying Case **$2.50.**

AT HOME...
ARGUS NEVER FORGETS

ARGUS 21...first choice for color, with the exclusive Markfinder for perfect picture composition, to get the picture as you want it. Ultra-sharp f3.5 lens and a host of exclusive features. Only **$51.75.** Flash Unit, extra, **$8.63.** Carrying Case **$8.50.**

ON HOLIDAYS...
ARGUS NEVER FORGETS

ARGUS C-3...first choice of all 35mm cameras. All-time favorite, with coupled range finder, built-in flash, ultra-sharp f3.5 lens, fast-action shutter (up to 1/300). Includes case and flash unit at **$59.95.**



ON TRIPS...
ARGUS NEVER FORGETS

ARGUS FA...new low-cost camera for color slides. Equipped with built-in flash coated f4.5 lens, accurate shutter and simple two-position zone focusing. Only **$29.95.** Flash Unit, extra, **$4.08.** Carrying Case **$5.50.**

Prices include Federal Excise Tax where applicable.

There's an Argus Camera for Every Occasion

argus

ARGUS INCORPORATED, ANN ARBOR, MICHIGAN

whether contact printing or enlarging is used. So much for the effect of the size of the final print. There are a good many other considerations, probably secondary to print size but often related to it.

The size of the groundglass image on cameras having that means of focusing and composing is of some importance. For instance, I have a feeling that it has something to do with the way that so many professionals cling to the 8x10 camera in spite of the fact that advances in technique have made it possible to get quite adequate results with enlargement from smaller negatives. In fact, 4x5 is quite common with many of the newer professional photographers. Much the same is true of the newspaper photographer who clings to his 4x5 camera for work whose end result is a coarse screen reproduction on poor paper, a requirement which could be and has been met quite adequately with enlargements from 35-mm film. On the other hand, the newer group known as the magazine photographers, while employing the 4x5, have also made good use of the $2^1/_4$x$2^1/_4$ twin-lens reflexes for much of their work.

Portrait photographers require fairly large negatives due to the retouching to be done on them. Many amateurs are faced with similar problems, not only in their portrait work, but also if they have adopted techniques involving the use of dyes and etching on the original negative. Another reason for wanting a camera taking larger films is that color transparencies made with it are more likely to be sold for high prices. Color smaller than 4x5 is hard to sell.

Optics favor the smaller camera when it comes to the maximum lens apertures available and the depth of field that can be obtained with them. This is especially important with color films due to their slow speed.

Generally speaking, the cost of film is in proportion to size. Exceptions are due to the form in which the film is purchased. A check up on prices reveals that film pack is the most expensive in all sizes in which it is available, with roll film less expensive in the smaller sizes (as in the $2^1/_4$x$3^1/_4$ size) and with sheet film least costly in the $3^1/_4$x$4^1/_4$ size. The larger sizes of roll film are used less and less for several reasons. One is the ease of enlarging from the smaller sizes; another is the difficulty of finding the larger film. This business of availability is probably at its other extreme with $2^1/_4$x$3^1/_4$ roll film, so if you expect to be knocking about all over the world picking up your film as you go along, that is the one to choose.

All of this is in line with the downward tendency in negative sizes over the years, from the 11x14 and larger of wet plate days to the $2^1/_4$x$2^1/_4$ and 35-mm sizes which are popular for one purpose or another today. Small cameras have been available for a long time, but their adoption came slowly so that they have been really popular only in recent years. No doubt the tendency will continue. For those who want to pioneer in this movement, there are now the sub-miniature cameras using 16-mm and even 8-mm films.—

26mm f/1.9
Animar Lens
FOR 16MM CAMERAS

MMM! And the "Flavor" Lasts!

Yes, you capture it forever—action, contrast, detail—with this 26mm *f*/1.9 Animar Lens. It's a *fast* lens that gives you clarity and definition in minimum light shooting. ALL Animar Lenses, normal and telephoto, 8mm and 16mm, bring you professional image quality . . . conveniences and advantages you'll really appreciate . . . and the beautiful Animar protective case. Equip your camera now with B&L Animar Lenses to get the most out of your film. If your authorized dealer doesn't have them, *write us direct.*

"For professional quality in Your movies"

BAUSCH & LOMB
8mm and 16mm
ANIMAR LENSES

BAUSCH & LOMB OPTICAL CO.
552-S Smith Street, Rochester, N. Y.
Please send me my FREE copy of the informative folder on B&L Animar Lenses.

Name
Address
City *Zone* *State*

CLIP COUPON NOW!

CANDID SHOTS

by the Editors

TIME passes quickly in the spring, when everyone is busy getting ready for vacations, week-end trips, and other outdoor activities that come with warm summer days. Therefore we want to remind you that July 15, final closing date for the big 1950 Picture Contest, is not far away. Thousands of entries, both color and black-and-white, already have been received, and the contest editor is getting them ready for the judging. If you have not yet prepared your entry for this important event, better plan to during the next few days. This is your big opportunity to make your best pictures pay off. Generous prizes, handsome trophies, and hand-lettered Certificates of Merit will be awarded by the judges to capable photographers for good pictures. Don't miss this chance to win one or more of the big awards in 1950's most exciting camera competition!

There are no limits as to the number of pictures you can submit, but be sure to comply with the rules of the contest. You will find them on pages 92 and 93, along with a list of the prizes and an entry blank. We're waiting to see your pictures, and wishing you luck!

WITH 1950 designated as Holy Year, it is expected that hundreds of thousands of tourists from all over the world will visit Rome and other parts of Europe this year. Almost everyone will take a camera on the trip in order to keep a complete picture record of his journey. Those who expect to photograph the scenic beauty and picturesque customs for which Italy is famous are advised to stock up with film before leaving the United States. Available supplies in that country are not expected to meet the photographic needs of the many thousands who will visit Rome and other Italian cities. Eastman Kodak Company has announced that no Kodacolor film is available in Italy, and owners of magazine-loading movie cameras will find magazines unobtainable.

It is further announced that Italian customs regulations permit each tourist to bring one camera into Italy, along with a "reasonable amount" of unprocessed films, without payment of duty. This amount cannot be greater than that which the tourist will personally use during his stay in the country.

BECAUSE many camera owners plan to visit Europe and the Mediterranean area sometime during the coming months, we've had a special article prepared on the subject of foreign travel and picture taking in these colorful lands across the ocean. "Picture Adventure Abroad," on page 38, was written and illustrated by Anthony Linck, an excellent photographer who has done numerous picture assignments for *Life* magazine overseas. He tells how to prepare for an exciting camera jaunt to Europe and outlines the picture possibilities to be found in many countries over there.

We are particularly proud to bring you this article and fine pictures by a photographer who received his basic instruction in camera technique from the pages of POPULAR PHOTOGRAPHY. He became a reader the first year the magazine made its appearance and while he was a high school student in a small town in upstate New York. As soon as he obtained a camera his interest in photography increased; while still in school he began to do free-lance work for the *Rome* (N. Y.) *Daily Sentinel*, and after graduation went to work for the paper. Today Linck is an accomplished magazine photographer, and his informative article will enable you to benefit from some of his photographic experiences and see a selection of his fine pictures.

WE'VE got another made-to-order story in this issue for tourists who plan to visit the Nation's Capital this summer. As you probably know, 1950 marks the 150th anniversary of Washington, D. C., as the country's capital, and numerous special events are planned for the big Sesquicentennial Celebration. One of the most photogenic cities in the world, Washington, with its beautiful buildings, memorials, and picturesque vistas, is the ideal spot for a picture-taking holiday. Arthur L. Schoeni's informative article "Your Camera At the Capital," on page 52, tells where to find the best pictures and how to take them.

For tips that will help you shoot better and more unusual pictures this summer, see "Flash In the Sun," by John Austad (page 56) who tells how to flash for fill-in when taking pictures in sunlight. Another how-to story is James Arthur Stewart's "Infrared Packs a Punch," wherein he explains how this special film is used for striking effects outdoors. You'll find it on page 76.

RANDOM NOTES: This year marks the 150th birthday anniversary of William Henry Fox Talbot, who in 1841 invented the calotype, first paper negative process.

For summer scenics at their best, don't overlook the possibilities shortly after sunrise when morning mist, pictorial side lighting, and crystal-clear reflections on quiet water await your camera.

A new type of indoor lighting has come into vogue. It is known as "bounce flash," and you'll find the technique described on page 122.

If you don't own a tripod or filters, add these important accessories to your camera gear this summer and see how much better your pictures will be.

For a safe and sane Fourth of July, shoot pictures instead of cannon crackers. This important holiday should provide you with plenty of interesting subject matter for a fine picture story of its celebration in your community.

Frank Fenner, Jr.

Popular Photography — Frank Adams

"That reminds me, Jack . . . have you seen my new color shots of Grand Canyon?"

HIGHEST TRADE-IN ALLOWANCE

MAIL COUPON TO-DAY • • •

OLDEN 1265 B'WAY N.Y. 1, N.Y.

Agfa Karamat 36 F.2, RF	$179.50	$ 98.00
Argus C-III, F:3.5, Flash	52.95	34.00
Balsey "B", F:3.2, ctd., RF	53.90	31.50
Balsey "B-2", F:3.2 ctd. RF	66.90	47.00
Balsey "C" Reflex, RF	99.50	64.00
Kodak Ektra F:1.9, case		279.00
90mm Ektar F:3.5 Ctd. Tele		59.00

★ **Retina IIB, Synchro F:2 Xenon ctd.** built-in flash—LIKE NEW $119.00

Kine Exakta II Biotar F:2	$169.00	$163.00
Kine Exakta I Tess. F:3.5	98.00	73.00
Kine Exakta II Tess. F:3.5	114.00	96.00
Zeiss 13.5 CM Tele F:4	58.00	38.00
Kine Prism Focuser Zeiss	34.00	25.00
Kodak 35, RF, F:3.5	86.50	57.00
Mercury II, F:2.7	82.50	23.00
Minox II "Spy" Camera, F:3.5	100.00	86.00
Robot II, Biotar F:2		73.00
Stereo Realist	165.50	113.00

Leica

Leica D, Elmar F:3.5		$ 79.50
Leica G, Summer F:2		138.00
Leica IIIC, Elmar F:3.5	$260.00	143.00
Leica IIIC, Summitar F:2	389.00	214.00
35mm Elmar, F:3.5, W.A.	80.00	75.00
35mm Summicron F:2 ctd. W.A.	153.20	48.00
50mm Summitar, F:2, ctd.	189.00	94.00
50mm Sonnar F:1.5 "T"	98.00	63.00
73mm Hektor, F:1.9	218.00	94.00
85mm Summarex F:1.5, ctd.	472.00	342.50
90mm Elmar, F:4	155.40	84.00
90mm Thambar, F:2.2	218.00	148.00
135mm Hektor F:4.5	236.00	98.00
200mm Telyt w. Refl. Hous.	392.00	278.00
Leitz Flash Gun f. all Models	63.00	49.00
Flashgun for Leica	12.95	.....
Leitz Imarect Finder	77.00	38.00
Hoods for Elmar	66.00	35.00

CONTAX CAMERAS & LENSES

Contax "S" Biotar, F:2 ctd.	$475.00	$338.00
Contax "S" 80mm Xenon F:2	418.00	.....
Contax II Sonnar F:2		148.00
Contax IIA, Sonnar F:2 ctd.	385.00	.....
Contax III, Sonnar F:1.5		198.00
28mm Tessar F:8, W.A.	145.00	75.00
35mm Biogon, F:2.8, W.A.	168.00	118.00
50mm Sonnar F:1.5		74.00
85mm Sonnar F:2	291.67	162.00
135mm Sonnar F:4	198.00	118.00
180mm Sonnar F:2.8 W. Flecta	751.34	395.00
Zeiss Universal Finder		38.00

REFLEX

Argoflex, F:4.5 ctd., case	$ 49.95	$ 31.50
Ciroflex, F:3.5 Alphax	76.98	38.00
Ciroflex, F:3.5 Rapax	99.45	58.00
Ciroflex Alphax Synchro	83.50	63.00
Ciroflex Rapax Synchro	113.70	83.00
	NEW	LIKE NEW

[illegible]	223.00	.....
[illegible]	266.00	.....
[illegible] 2.5, case	.....	212.00
[illegible] Outfit	39.35	27.00
Super D Graflex, [illegible] Autom. Diaphr., Ektar F:4.5	189.00	147.50
4x5 Super D Graflex, F:5.6	199.00	138.00
3¼x4¼ Super D, Graflex, Autom. Diaphr., Ektar F:4.5	189.00	113.00
Kodak Reflex, F:3.5	92.00	58.00
Praktiflex II Tess. 3.5 T ctd.	68.00	48.00
Exakta B, Tess. F:2.8		69.00
Korelle Reflex II, F:2.8		63.00
Primaflex, Tess. F:3.5 T ctd.	168.00	.....
Rolleicord IIA, Triotar [illegible]		73.00
Rolleicord IIB Xenar 3.5 synch	140.00	98.00
Auto Rolleiflex Tess. 3.5		148.00
New Auto Rolleiflex 3.5 model		
T[illegible] F:3.5 ctd. Synchro	260.00	174.00
[illegible] F:3.5 ctd. synchro	325.00	.....
[illegible]	310.00	224.00
ROLL FILM PRESS & 9¼W		
Kodak [illegible] Press		$ 98.00
Kodak [illegible] II, Ektar F:3.5	$297.50	164.00

★ **Super Ikonta C Special Tess. F:3.5 T ctd. Synchro** $135.00

Super Ikonta A Special Tess. 3.5 T ctd. Cpr. Rapid	$108.00	.....
Super Ikonta B Tess. 2.8 T synch.	224.00	$128.00
Super Ikonta BX Tess. 2.8 T synch	268.00	154.00
Voigt. Bessa II, RF, Skopar 3.5	115.00	72.00
620 or 616 Kodak, F:4.5		23.00
620 or 616 Kodak F:6.3		15.00
Plaubel IIS, F:2.9 Access.		129.00
Polaroid Land Camera	89.75	38.00
2¼x3¼ Graphic Outfit	288.00	114.00
Pacemaker Crown 23, F:4.5	152.50	98.00
Pacemaker Speed 23, F:4.5 RF	232.00	145.00
Pacemaker Crown 45, F:4.7	167.50	128.00
Pacemaker Speed 45, F:4.7 RF	249.00	168.00
Century Graphic F:4.5	99.00	78.00
Kalart Camera F:4.7 Gun	287.50	198.00
Linhof Technika III 4x5 Graphic Spring Back, Latest	164.00	.....
	NEW	LIKE NEW

[illegible] Turret	$307.17	.....
B&H Autoload, F:1.9 foc.	185.00	$129.00
B&H Autoload, F:2.5	162.50	114.00
9cm Angulon F:6.8 ctd. W.A. Cpr.	49.[illegible]	.....
2¼x3¼ Busch, F:5.5, RF	1[illegible]	89.00
4x5 or 5x7 Korona View	[illegible]	36.00

PROJECTORS 8 & 16mm

DeJur 750	$1[illegible].50	$ 89.00
[illegible] R8	74.50	42.00
[illegible] R8, Latest	167.2[illegible]	.....
[illegible] 500 [illegible]	99.50	63.00
[illegible] Double [illegible]	132.50	89.00
[illegible]	99.50	61.00
[illegible]	258.00	238.00
[illegible]	196.50	174.00

16mm CAMERAS

Bolex [illegible] F:1.9 ctd.	$ 99.50	$ 68.00
B&H H-8, F:1.9	318.00	169.00
B&H Auto 8, F:2.5, Latest	129.50	.....
DeJur Citation	69.50	48.00
Kodak Mag., 90, F:1.9	147.50	98.00
Revere Ranger F:2.5	62.50	38.00
Revere 55 F:2.5 [illegible]	55.00	.....
Revere [illegible]	87.50	53.00
Rev[illegible] F:2.8	122.50	74.00
[illegible] Mag., Turr. F:2.8	104.50	74.00

35mm CAMERAS

Auricon Cine Voice	$695.00	.....
B&H 70 DA Turret F:1.9		$194.00
Bolex H-16, F:1.5	343.00	183.00
Cine Special F:1.9		325.00
Kodak Mag. Ektar F:1.9	175.00	108.00
Movikon, Sonnar F:1.4, Rfdr.		289.00

SLIDE PROJECTORS & ENLARGERS

Argus 100 W	$27.75	$ 17.00
Argus 200 W w. case	36.95	28.00
Golde Numatic 300 W Blower	64.06	49.56
Golde Reflex 2¼x2¼ 300 W.	74.75	54.50
Leitz Focomat 35mm Autofocus	143.50	89.50
Solar 120 35mm to 2¼x3¼	64.18	38.50
DeJur Versatile I w. F:4.5 lens	129.50	76.50
DeJur Versatile II w. F:4.5 lens	99.00	67.50
DeJur 4x5 Profess. w. F:4.5 lens	179.50	130.00
Federal 269 w. F:6.3 lens	39.50	26.50
Omega DII Condensers	196.58	134.00

★ **Ikoflex II Tess. F:3.5 T ctd. Synchro** Latest, LIKE NEW $116.00

DETACH MAIL TODAY!

OLDEN CAMERA & LENS CO.

1265 BROADWAY at 32nd STREET . . . . NEW YORK 1, N.Y.

O·M·A APPROVED

ALL CAMERAS SHIPPED 10-DAY MONEY BACK GUARANTEE

I am interested in _____

I wish to trade the following _____ PLEASE MAIL **FREE** QUOTATION

NAME _____ ADDRESS _____ CITY _____ STATE _____

IT'S A *Dog's Life!*

But John Bright's pooch, Mickey, finds it a lot of fun learning new tricks before his master's camera

A CAPABLE young amateur with imagination, resourcefulness, and a good camera, makes humorous color pictures with the aid of an inexpensive model and a lot of ingenuity. Not only are his photographs striking for their "human" interest and story-telling quality, but they fall right in with the current vogue established by the numerous picture books that have recently invaded the "best-seller" market. The amateur is nineteen-year-old John Bright of Summersville, West Virginia; Mickey, his model, is "the family dog and just a cur."

Mardi Gras hangover? No, just Mickey the Mutt in carnival spirit, waiting for Bright to shoot the humorous pose in color.

Mickey is five years old, and when first called upon to serve as a model he was not at all in sympathy with the idea. But as time passed, the dog began to enjoy it. His master says that "today he has become so used to the procedure that he will assume any position within reason. I put him in the desired pose, then get the expression in his eyes by having him look at some small gadget which I hold in my hand above his head. Mickey has been before the camera so often that he registers that guilty expression with very little coaxing."

Of course, a dog of pure breed might present more striking lines, but one doesn't have to own a blue ribbon winner. Bright insists, "I would prefer a mongrel to a dog with better breeding because an ordinary pup is likely to be less temperamental. I believe that any common dog will become a good model if you are patient with him and don't mind shooting plenty of film."

Although he has been taking pictures for only four years, Bright has a fine working knowledge of photography, and shoots exclusively in color.

Before he makes a series of pictures, Bright gives Mickey a quick bath, "usually cleaning only his paws, neck, and face." Mickey knows that when the flashbulbs go off, the shot is over. He will get up and walk across the most elaborate set without knocking over any of the props or equipment. Bright uses small sets for his dog shots. His backgrounds are 4-foot-square sections of wallboard painted with showcard colors. Lighting is by multiple flash—usually three or more G-E No. 22 flashbulbs fired in synchronization—1/50 or 1/100 second at *f* 16 to *f* 32. Bright sets up his lighting arrangement with No. 1 floodlamps for preliminary study, takes his meter reading, then switches to the flashbulbs for his exposure. He has found that a reading of three seconds with flood is equivalent to 1/50 with flash, and thus is able to see how his lighting will appear and at the

"Wow, what a wiggle!" could well express Mickey's thoughts as he eyes the glistening goldfish. This excellent color shot is one of many story-telling pictures for which the photographer's photogenic pet has posed.

"I'll get that dirty dog—" vows Sheriff Mickey, above star of the colorful canine melodrama in which he plays two parts. With a change of scenery and costume, our hero portrays the forlorn captive (left), safe and sound behind prison bars. Bright's dog has become so accustomed to modeling that he will assume any reasonable pose and hold it until the shot is made.

Clever montage tells the amusing story of a dreamland adventure in the life of a contented dog. This picture and the one below are black-and-white copies from Ektachrome transparencies made by John Bright.

same time determine the camera settings to use.

John Bright's amusing pictures bring to mind the currently popular volumes of animal pictures compiled by Clare Barnes, wherein he draws devastating comparisons between human animals (in the office and at home) and the lower forms in their natural settings. Nothing very complicated; but the pictures combined with one short caption or sharp line of dialogue have literally made millions rock with laughter. Most of Bright's pictures tell their own story, but they are the type that will lend themselves to captions which stimulate the imagination. Look at the picture of Mickey peering into the fish bowl. A hundred other lines might do, but when you say, "Wow, what a wiggle!" you see more than Mickey and the goldfish.

The striking difference between the popular Barnes pix-and-patter books and Bright's pictures is in the fact that Barnes used "unposed" shots and gave them (*Continued on page* 130)

Penitent pooch registers an expression of guilt after a bad experience with a can of red paint. Bright controls Mickey's gaze by holding a small gadget or tidbit above the dog's head.

Picture Adventure ABROAD

By ANTHONY LINCK

Photographs by the author

Europe and the Mediterranean are making a strong bid for you and your camera this Holy Year. Take these tips along with you

TRAVEL is the talk of towns—and villages, cities and states as American citizens plan trips abroad. Europe and the Mediterranean countries are all agog with their preparations as welcoming hosts to the greatest influx of tourists since before the war. The strongest lure will be to Italy because of the Holy Year ceremonies, but other nations are making strong bids to the tourists to visit their national attractions as they travel to and from the Eternal City.

Britain, for instance, will have its annual Shakespeare drama, Edinburg its musical festivals, Paris will celebrate its 2,000th anniversary and Western Germany will revive the Passion Play. There will be sports events, folk dances, concerts, shows and fairs in every country from the tip of Sweden to the toe of Italy. Only a shortage of transportation will keep this from being the biggest travel year since the famous year of '29.

And you can bet dollars to doughnuts that most of these travelers will be carrying cameras. For if there ever was a cementing of friendship, it is between travel and photography. The average camera enthusiast as well as the average tourist is going to make this really a trip to remember. That means that most of them do not want to come back with the usual postcard views, the frozen poses in front of famous buildings or the dilly droolings into the camera lens. The camera-traveler, this year, wants something better than that. I know because of the eager questions popped at me since I returned from my European assignment. It struck me that my experiences as a magazine photographer would answer many of these questions.

It would have been difficult for anyone, and certainly beyond me, not to have gotten excited upon

Interesting and exciting scenes can be taken from hotel windows or building roofs. Linck photographed this one of the Place De La Concorde in Paris from an office window. The pedestrian leaping out of the way of the truck (left foreground) adds a lively note.

Extra Interest is gained by using your friends as models and placing them in positions that will enhance the composition—as Linck has done in this outstanding shot of a Paris setting showing the famed Eiffel Tower.

Peaceful scene shows typical Spanish countryside near Pamplona. Linck readied his camera, then waited until the pedestrians formed this pleasing action pattern.

Linck created action in this shot of Venice's Pigeon Woman by using a low camera angle and by waiting until onlookers bought grain and fed the birds.

Cross-lighting with flash speaks photographically of youth and music in the Latin Quarter of Paris.

being assigned to the Paris office of *Life International*. I'd probably have developed hardening of the shutter finger, however, if I'd realized how far and how long the traveling would be before I spotted Lady Liberty again. My general assignment was to get post-war Europe on film—its people; its political and economic conditions.

In less than two years, I covered stories in 15 countries. Jumping from one place to another, usually with a tight schedule, I was in England, Germany, France, Switzerland, Poland, Italy, Crete, Greece, Turkey, Sweden, Denmark, Iceland, Monte Carlo and Ireland. My work ranged from photographing and interviewing royalty to politicians and workers; from a fiesta in Spain to Princess Elizabeth's wedding in England. And my experiences included everything from being jailed in Warsaw to a cruise with the U. S. Navy in the Mediterranean.

How do you get good pictures on your travels? How are picture-stories made? Boiling it down to one sentence, I'd say the most important possession a photographer has is a smile! A friendly smile, not a chiseled lip exercise, is worth more than a million bucks worth of equipment. Second to that is the ability to wait for the right moment to shoot. Honestly, I've spent as much time waiting for people to get in and out of the picture area as I have in shooting the pictures. Look at the illustrations with this article. Notice the spacing of people in the long shots. These people were not pushed into position. I waited until they walked into the pattern that fitted my composition. Look at the characters of the different countries. How did I get them? By flashing my press card, by acting like a VIP (Very Important Person), by yelling commands? Ah no! And I could emphasize that by saying "no" in all the languages of all the countries I visited. As a rule, I just go right up to the particular person, with a big grin on my face, and get the picture before he does more than respond to my approach. Then I bow out saying—"*Merci, merci beaucoup!*" Other times when flashbulbs have to be set off, and startled people whirl around to oust the menace, the happy grin changes their minds. "What's there to get sore about?"

Naturally if you stick your camera into situations

Gondolas on the Grand Canal characterize Venice as no other scene will. Linck passed this spot, then rushed back as he realized the boats in mid-stream would complete the composition he had in mind. Underexposure brought out clouds and semi-silhouetted foreground boats.

Story-telling elements of this scene in Athens, Greece, include the painter at work and his overhead advertising signs.

Attractive columns of a circular London building come alive as Linck "walks" his companion into the composition. Use a technique like this rather than show your friends in a "face-the-camera-and-smile" pose.

Two British girls watch the White Cliffs of Dover recede from view—and Linck captures another story-telling shot. To determine importance of the figures, cover them with a finger.

where you have no business being, especially political situations, this routine probably will be a bust. Sometimes I had to do just that and the results were not on my fun list. But, the ordinary traveler, minding his manners and the country's mannerisms, will not run into difficulties. And thanks to the Economic Co-operation Administration, things are being made easier for the traveler—visas have been banished in many countries; uniform frontier formalities will soon be in effect; customs inspections will be speeded up, currency controls softened up and red tape cut to a minimum.

One of the first things you should do when contemplating a journey to foreign countries is to find out what restrictions, if any, there are in using cameras. You can find out the latest news concerning exact regulations by inquiring at the consulates nearest your home. (Contact the nearest Field Service Office of the United States Department of Commerce, Bureau of Foreign and Domestic Commerce. Field offices are maintained in twenty-two of the larger cities in the U.S.) Information for the ready-check chart at the end of this article was compiled at the last moment before press time. Most countries cooperate fully, but some have certain restrictions which they want you to obey. For instance, it's as simple as this. While I was in Spain, I found that they just did not like to have their police officials photographed. So I didn't. Other countries have other foibles.

Plan your camera outfit with as much care as you spend on passports, wardrobe and transportation. For instance, if your trip will take you and your camera into countries which are hot and humid, be sure to protect the film from these high temperatures and high humidity. Either purchase film that has been "tropically packed" by the manufacturer, or enclose it in heat-sealed metal foil. *Don't depend on foreign photography supplies. Take with you the amount of supplies you think you will need.* If you allow two rolls of film for each day abroad, it should be enough for good coverage. In some countries you will have to develop or have developed the exposed film before leaving. In the cases where it is possible, the best bet is to mail the exposed material back home or take it back with you.

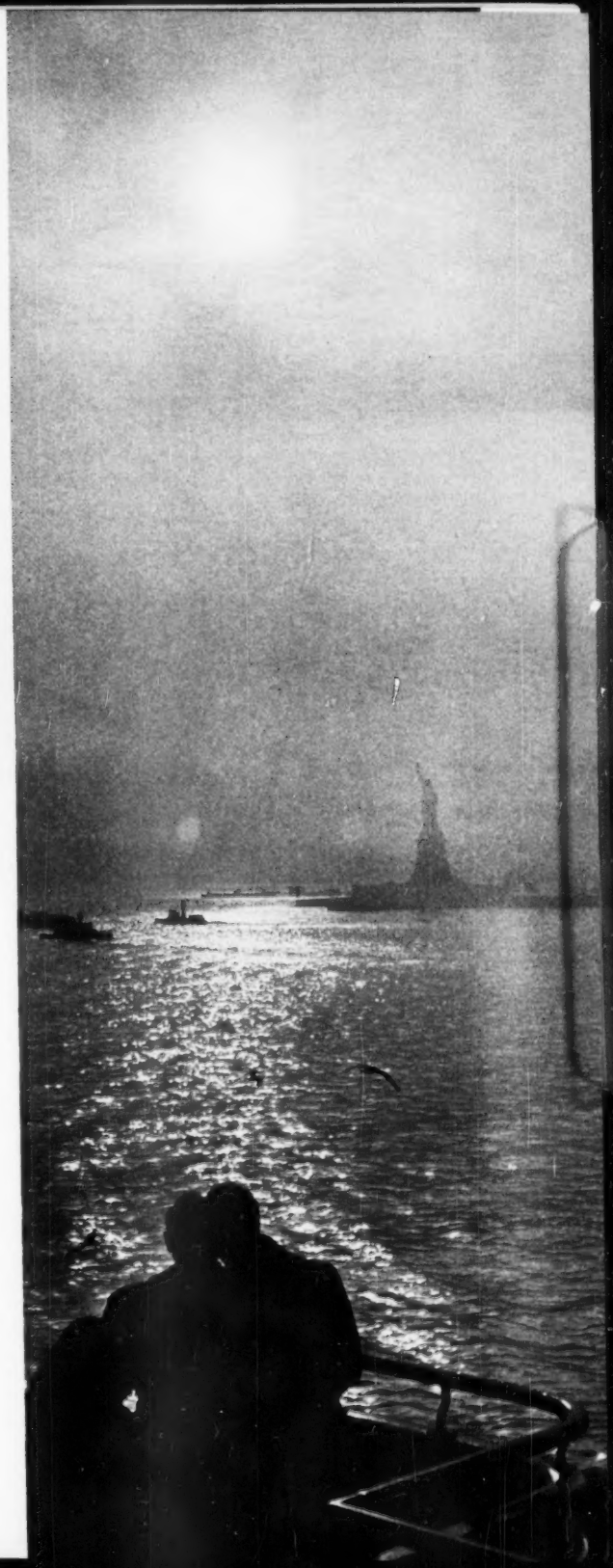
Amateur photographers usually can take from one to three cameras into a country, but not three of one make. It sounds reasonable to an official that you might need a small reflex camera for black-and-white, a 35-mm camera for color, and a movie camera. However, if you turn up with two cameras of the same make, he'll naturally be suspicious—mainly because of the black market conditions and the possibility that you are there only to sell your equipment.

Capture different moods at various times of day. Linck chose dusk to depict the quiet serenity of this Vatican City scene, and used huge foreground pillars as a frame for the building.

Regulations vary radically, so—play safe, check up before you leave.

When I first land in a new country, I try to get the feel of the place. At first, you miss a lot. It's like meeting new people. You have to get below surface manners before you know them well enough to be friends. Some people progress faster than others. Learn the feel of a country by reading, talking, listening and watching. Take guided tours and make notes. When you get back to your hotel you can write out a shooting script of the places you don't want to miss. It will save film and time and make your picture story more complete and more cohesive. If you speak the language of the country and can talk with the people, it is an advantage. Try to keep in mind at all times that you want pictures that are typical of the people and their country. Take them in settings which will show that. Emphasize the things which attract *you*.

Personally, I think any amateur photographer with fairly decent equipment can match the magazine photographer—maybe not in a (*Continued on page* 118)



Lady Liberty is a nostalgic sight for homecoming travelers; be sure to record her on film. Linck pictured her in hazy sunlight with a silhouetted foreground group.

Working with ONE MODEL

By EDWARD SHUSTER
Illustrations by the Author

Team up your camera with a capable subject for a combination that will produce more and better pictures

RARE is the amateur photographer whose supply of models is inexhaustible, or who has access to professional talent. Many camera fans waste a lot of breath sighing for an Esther Williams to silhouette against the sand and spray, or an ethereal blonde to rig out in tulle. Meanwhile, good shots go begging—not for the lack of the perfect model, but for the lack of ingenuity on the part of the amateur.

It takes time for one to rid himself of this rather prevalent brain block. When this hazard is eliminated, however, he starts scouting around his own backyard. If he has a sister, girl friend, or a speaking acquaintanceship with the new file clerk in his office, the amateur already has material for more potential pictures than he probably can afford to squeeze from this month's film budget. One of the chief advantages of choosing a model in this manner is that she is so available. Secondly, if you don't already know it, the average girl, deep down, is just plain lens-happy. The glamour of a flashbulb stirs her more profoundly than an invitation to reign as Queen of the Fourth of July Ball. In a word, she is willing. These two factors will be invaluable to you as a basis for a good working relationship. As starters, they will suffice.

From the standpoint of real "learning" experience for you, the use of one model for a variety of pictures is difficult to parallel. This was brought home to me as I made the accompanying group of photographs. The model, in this case, was an acquaintance who happened to have had brief professional experience—enough to give her some appreciation of my problems, yet far from enough to enable her to slide into a pose at the snap of a finger. Actually, our early photographic outings were a source of mutual despair. Artistically, the results were bald failures, but at least they gave us something concrete with which to work. On

Romantic gaiety was readily portrayed by Audrey Taft, the author's favorite model, who was costumed and posed in a setting suggestive of the Old South. ←

Casual fashion picture was produced by altering the subject's coiffure, changing her costume, and selecting a background which would help the model assume a more natural and appropriate pose.

For variety, a different pose was used when the photographer made this shot in the doorway of a garage. By working with one subject you soon learn her good camera angles and the best lighting to use.

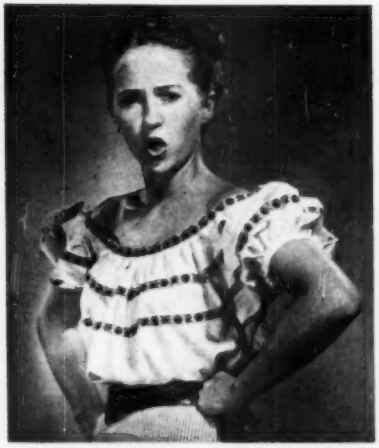
Two similar shots were made by the author, who achieved variety by taking one in black-and-white and the other on color film. The picture above is a monochrome reproduction of his color transparency, which was chosen as the cover illustration for this issue. Further information is included in the text.

Simple props, like an inexpensive suitcase and the folded want-ad section of a paper, put across the idea of a house-hunting secretary.

location, my subject seemed comely enough to the naked eye from all angles, but the prints showed glaring facial distortions under certain lighting conditions. They were, however, useful as examples for objective study, and we noted steady improvement on subsequent picture jaunts. Gradually, she became more adept at visualizing with me the type of result I was aiming for, and I, in turn, learned to appreciate her more piquant angles, the exact lighting she required, how to direct her pose, plus volumes in the way of patience and diplomacy.

Had her attitude been one of professional indifference, had she responded to every direction with the skill and rapidity of a well-schooled model, I might have eliminated a number of dud shots. But I never could have learned the value of tact, consideration, and generous praise as aids to inducing a relaxed and co-operative frame of mind. [*A color shot of this same model, taken by Shuster at the time he made the accompanying set of black-and-white pictures, proves his point. She is the cover girl on this issue of* POPULAR PHOTOGRAPHY!—ED.]

The use of one model, rather than imposing limitations upon the photographer, actually allows, in addition to wider experience, greater creative scope. A study of a few of the current magazine advertisements should prove this. Here you may be able to identify the same model, page upon page, looking



Strong emotions can be recorded on film by amateurs who stick to one girl and camera until the capabilities of the combination are explored. Shuster got realism in this shot because he knew just how to direct his model.

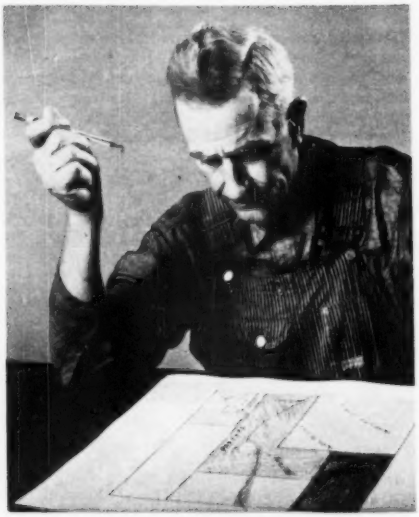
Sophisticated fashion shots, too, come within the scope of the photographer who takes Shuster's advice and works with a model until she overcomes her shyness.

toothy, sweet-smelling, tantalizing, rested, or swooning like a married lover, as she alternately boosts a dentifrice, soap, perfume, mattress, or brand of hand lotion. It is said that one well-known model was the subject in 103 photographs in a single issue of a magazine, all varying to such a degree that she was only barely recognizable from one page to the next. As the pictures were not all taken by the same photographer, this is, perhaps, not a true case in point. It does, however, emphasize the tremendous variety of pictures possible with an individual model. How shall you achieve this same variety in your own camera studies? There lies a real challenge to your own inventiveness. To borrow again from the ads for emphasis, if you will check those directed primarily to the feminine eye, you will find the metaphor surprisingly uniform. Whether the product is a new shade of lipstick, or a more powerful uplift bra or perfume, the appeal is: "use me—and I will create a new *you*." And it sells! Far from being some copywriter's bright whim, its success as a formula depends upon the peculiar and in- (*Continued on page* 124)

Beach pictures are fun to take if the subject is attractive and will co-operate with the photographer. This and other illustrations made by the author with the help of his lovely model show the variety of ideas that can be turned into good pictures by using his formula.

Pattern Maker

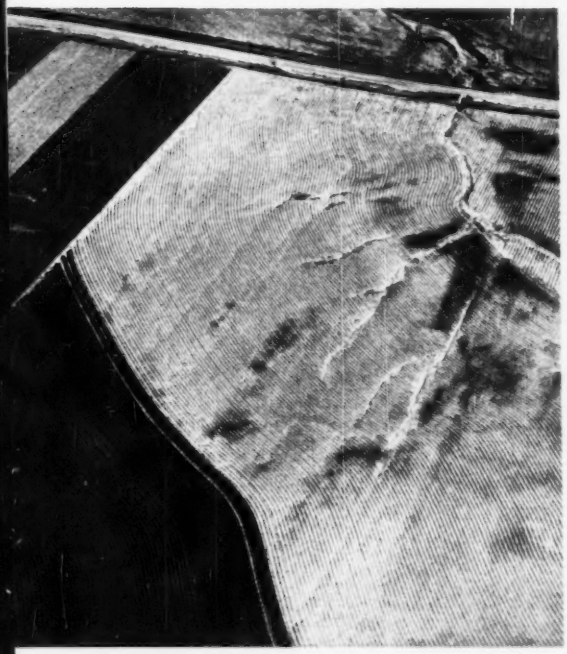
IN spring the farmer presents a sight familiar to all as he plows the rich soil, and we envision the bounteous harvest that will follow. The camera, looking only at today, records the furrowed land in pleasing abstract as man and his machine thread their way across the open fields. J. W. McManigal of Horton, Kansas, one of the country's leading agricultural photographers, has captured on film the beauty of rural America in all its aspects—from the ground and from the air. Here he has revealed the farmer in his lesser-known role as a creator of fascinating patterns.—▶



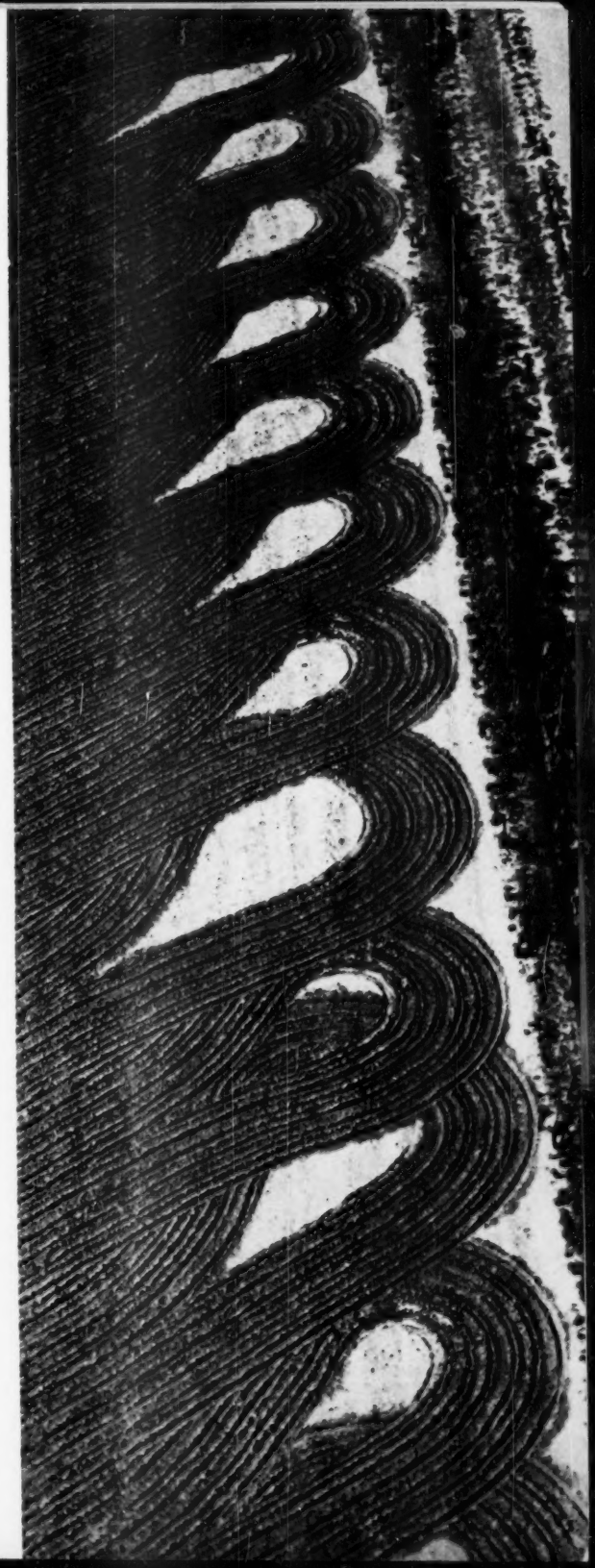
Planning precedes plowing as the farmer studies his diagram and decides how he will plant his fields.

A poster effect was observed and recorded by McManigal as he flew over a large wheat field in western Kansas during spring plowing.

Shadows accent the parallel furrows in this pattern. The cameraman climbed onto the roof of his car to make the shot.



Advancing lines of erosion provide added interest in this aerial shot revealing the geometric pattern in a corn field.



Bold loops bordering a patch of freshly tilled land reveal the skill of the pattern maker and his plow.

THE *figure* IN THE PICTURE

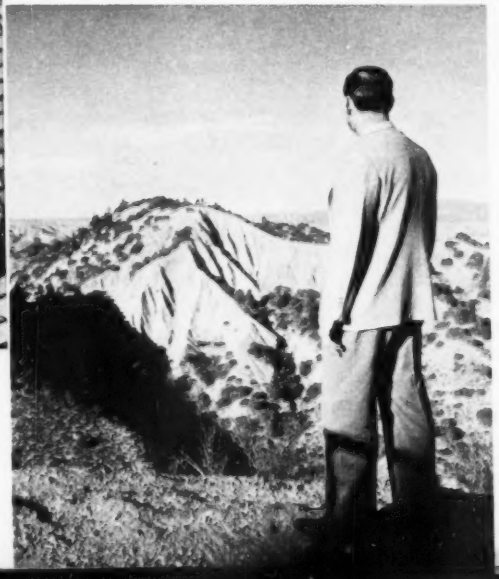
will give life, depth, motion, a point of interest, or lend direction to your composition

By RUSS WHITAKER
Photographs by the author

THERE seems to be no end to the ways that you can compose a photograph. Every day I see something new on the groundglass. And, yet, I keep returning to a certain type of composition. Why? Because it makes the photographs that, after a few years, I return to and say to myself, "That is still a good photograph."

These photographs follow a certain pattern. Each has a figure in it. Where the figure is used small, it supplies the point of interest in the composition. Where the figure looms large in the foreground, it lends direction and depth to the composition, as well as furnishing an element of human interest.

Not only does the inclusion of a figure in a landscape give life and motion to the scene, but it also gives scale. For example, take a look at the picture below.



A person appears in each of these four photographs; all show the importance of proper placement of such an element. The small figure, above, adds motion and human interest. Note that the direction of the man's movement is in keeping with that of the rest of the composition. When the figure looms large in the foreground, as at right, it lends direction and depth.

When background is included in informal portraits, the compositional movement should lead the eye to the figure —whether the person dominates the scene, as above, or is shown less prominently, as in the illustration at right.

In it, the large figure in the foreground gives us a comparison yardstick which enables us to get some idea of the size of the mountain in the background.

Figures in a landscape, however, must be used with caution. A small figure in a jumbled, confused scene simply is lost. The small figure, in order to stand out, must be set against a relatively quiet background. Some of the most successful examples are, therefore, small figures set against the sky, with a small slice of horizon providing a base for the picture. Train yourself to look up.

Other examples are small figures in motion across a courtyard, a beach, or other area, shot from above. Train yourself to look down. But the direction of movement of the figure must be in keeping with the feeling of movement already in the scene. A fast shutter speed is not necessary. With a cooperative model you always can fake the movement. A low angle of lighting will cast long shadows, adding to the interest of the composition. A small figure rim-lighted from a low sun sometimes gives an almost stereoscopic effect, especially when it is set against a dark background.

When you use a large foreground figure in your photograph, be careful that the figure does not compete with the background. Try shifting the position of your model. You may be able to keep the figure in shade or partial shade, with the bright sun accenting the distant view. Many times the figure in silhouette is enough.

Where can you find these shots? When you wander about your town, keep track of likely locations where you can shoot against a simple background. Perhaps you find the large, blank side of a warehouse. Make a note of it, with the time of day that the sun will be right. Cross lighting usually is good for this type of scene. Now, when you return with your camera take a patient friend along for a model. Set up the camera on a tripod, position your background in the viewfinder or groundglass, focus, figure your exposure, and then you are ready to direct your model. Try various positions, both walking and standing still, remembering (*Continued on page* 125)

The National Capitol is a "must" shot for everyone who visits Washington. This picture was taken from the northwest, showing the seldom-used western entrance to the building and the Senate Wing on the left.

Your Camera at the Capital

Picturesque Washington is a perfect host to photographers. Here's the What, When, Where, and How of recording this tourist mecca

By ARTHUR L. SCHOENI

Illustrations by the author.

MANY thousands of camera fans have found a photographic Eden in our beautiful national capital. As all good Americans should, they visited the nation's Number One city as vacationers, to glory in the history of our country while inspecting and recording the beautiful and notable landmarks and memorials. This year, Washington is celebrating its 150th birthday, and many thousands of Americans will visit the capital to join in the festivities. Here is a fine opportunity to see Washington at its best; and the pictures you take eventually will rank among your priceless favorites. Time passes quickly on a vacation, and picture possibilities at the

Mt. Vernon, estate of George Washington, is 15 miles south of the capital. Using a leafy frame, Schoeni shot this photograph of the mansion from the gravel driveway.

→

Lincoln Memorial's colossal statue can be photographed day or night. Schoeni made this rare picture when the wet marble floor mirrored the gigantic figure of the Great Emancipator.

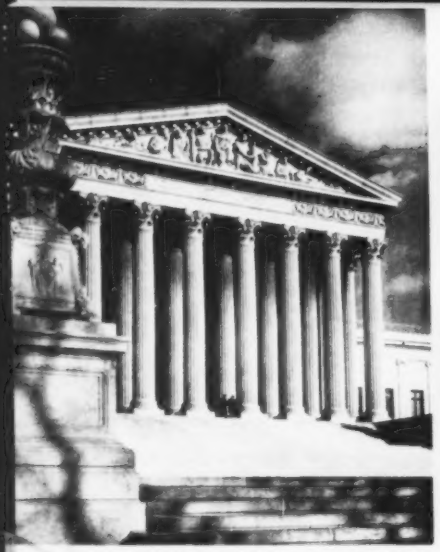
Government girls provide the visitor with additional picture material on holidays when, casually attired, they flock along the Potomac at popular Hains Point to see the exciting sailboat races.

Washington Monument, a towering 555-foot shaft, can be taken from many angles, but Schoeni recommends this view from the west entrance of the Capitol, showing the verdant Mall in foreground.

capital are endless, so one should know about the "must" subjects and how to get the best renditions of them. Here are some tips that will help to guide you and your camera when you set out to photograph America's most picturesque city.

First, be sure to take along all your regular equipment. Filters will enable you to dramatize more completely some of the impressive structures. And there are many interior and exterior subjects that will require time exposures, necessitating a tripod. There are some restrictions on the use of tripods in certain locales, but this will be covered as each is mentioned.

A map of the city is an important item for the tourist-photographer. By picking one up at a souvenir



Supreme Court building photographs best in the afternoon. Its brilliance calls for a smaller stop than for a normal sunny scene.

Washington at night offers tourists just as many picture possibilities as it does during the day. When lighted by a battery of floodlamps, the Washington Monument is transformed into a gleaming finger that pierces the dark and casts a sparkling image into the Reflecting Pool.

shop, gasoline station, or drug store, you can easily locate the many significant landmarks in relation to one another, and thus be able to plan a picture-taking sightseeing tour that will include just about everything. No matter when you go to the capital—summer, fall, winter, or spring, there will be plenty of subjects at which to aim your camera. The problem is to be at the right place at the right time—in relation to lighting and other photographic considerations. Because many of your subjects will be gigantic buildings, you should try to include people in the picture area. They not only will add human interest to your shots, but also will serve as a photographic yardstick —to give viewers an appreciation of the size of various edifices and statues.

To help you record the more remarkable sights in Washington, here's a little advice; when you come upon an impressive building or memorial, don't start shooting the moment you spot it. Walk around it first in order to find the viewpoint that is most impressive.

The Library of Congress offers visitors a chance for spacious interior shots from its balcony with aid of a tripod and slow speed.

←

Jefferson Memorial at cherry-blossom time teems with photographers. One of the best spots for recording this beautiful scene is from the north end of the bridge on the eastern tip of the Tidal Basin. Schoeni made use of a blossom frame and infrared film to enhance the effect.

You'll find Washington an extremely friendly city, and that the people there have a small-town willingness to assist strangers in locating interesting places. The capital is accustomed to having its picture taken, and visitors snapping photographs are left to their pleasures without the dubious assistance of lookers-on. Of all the buildings in Washington, one of the most impressive is . . .

THE NATIONAL CAPITOL. Called "Capitol Hill" by the newspapers, it probably is the most photographed structure in the city. But one must know the rules pertaining to picture taking on its grounds and in certain parts of the building. A permit is necessary to use a tripod. This holds true for picture taking most places inside the Capitol and from its dome. The many congenial guards on duty are most happy to brief visitors on the few restrictions, and direct camera fans to the office where a permit may be secured. One can take pictures anywhere on the grounds if the camera is hand-held, and no permit is required to take shots in the rotunda, Statuary Hall, or from the west portico. (*Continued on page* 134)

The Unknown Soldier's Tomb, continually guarded by a sentry, is but one landmark you will want to record when visiting nearby Arlington National Cemetery. →

FLASH in the sun

By JOHNNY AUSTAD
Black-and-white illustrations by the author

There is a key to better outdoor pictures in this expert's formula for balancing flash and sunlight

THE doors of the elevator glided open. It was 5:13 P.M. As the crowd surged out, Joe Callen paused in the lobby to shake hands warmly with a companion. "Have a nice time on your vacation, Joe, and be sure to take plenty of film and flashbulbs."

"I won't need any flashbulbs where I'm going," replied Joe. "There's plenty of good old sunshine."

"Yes, but . . ."

Joe didn't hear the rest of what his friend wanted to tell him; he was drawn into the revolving doors and out onto the sidewalk. As he made his way through the crowd, Joe thought about his friend's last remark. Flashbulbs! He remembered reading about photographers who use flashbulbs to avoid contrasty shadows when taking pictures in sunlight, but most of all he remembered what his pictures had looked like when he had tried it.

"It's just too complicated," he had told his wife. "There is no way of knowing what you are going to get until after you see the prints, and then they look like they had been taken at night. You have to be a professional photographer with years of experience before you can make good pictures that way." His wife had agreed with him. It seemed an awful waste of money to buy flashbulbs when they made the pictures look worse.

What Joe had told his wife about professional photographers with years of experience is partly

A moonlight effect is created here by exposing for the sunset. Flash was used to avoid showing the model in silhouette, was placed correctly for proper balance.

Flash fill-in is of special value with color films, which have less latitude than black-and-white and hence require less contrasty lighting. Dorothy C. Gunn of Los Angeles made these two pictures with daylight-type Ektachrome, using a No. 22 (clear) flashbulb for the one above and a No. 22B (blue) lamp for the one at the left. Although blue bulbs are recommended for outdoor use, many photographers prefer the warmer tones that they get by using clear ones.

correct. It is true that many professionals know what they want in a picture and know by experience where to place the lamps. Many tricks are used to increase or decrease the amount of light from a given flashbulb, such as using larger or smaller reflectors, placing a handkerchief or diffusion screen over the bulb, or perhaps using no reflector at all. This is fine for the professional photographer who has years of experience to base his setups on, but what about guys like Joe? Joe has a flashgun with an average reflector. He has no diffusion screen and, just for argument, let's say he doesn't even have a handkerchief. His experience with daylight flash, if he has had any at all, has not been very satisfactory. What sure method can he use to come up with correctly illuminated pictures? Well, Joe, this article is for you. It may be too late for your vacation, but I'll bet you will amaze yourself with what you do the next time you have a chance to mix flash and sunlight. And even if it's electronic flash that you are using, this system for balancing fill-in will work out just as well.

We will go on a field trip. Not the usual field trip, however, as this one is on me. You just keep your slippers on, your pipe fired up, and relax. I'll do the leg work.

We will need some equipment—camera, tripod, flashgun, exposure meter, film, flashbulbs, extension cord, and pencil and paper. We don't really need a live model for sunlight-flash pictures, but it will make it easier to demonstrate my point, so let's ask the girl next door if she will pose for us. The park is a good place to take pictures, and once there, we put the camera on the tripod and pose our model. For the first picture let's place her in direct sunlight with the light coming from one side. This will give us a strong highlight on one side and heavy shadow on the other. We want to determine the ratio of highlight to shadow. Let's just say that our exposure meter scale shows a reading of 400 on the light side of the face and 13 on the shadow side. By dividing 13 into 400 we see that the ratio is about 32 to 1. In other words, the highlight side is 32 times as bright as the shadow side. This is more contrast than we want.

Common error in taking sunlight-flash pictures is to use too large a bulb and to keep it near camera position regardless of its strength. This overexposes the subject and makes the sky go black.

For better results, keep the flash far enough away to balance its light with that of the sun. Use the author's formula to determine proper flash-to-subject distances for your different picture setups.

Of course you won't always have a 32 to 1 ratio in bright sunlight. The foreground will reflect more or less light upon the subject, depending on how light or dark it is, but the system we are going to employ will work no matter what light ratio we have to start with. Perhaps a word of caution at this point will assist in getting correct meter readings. We are reading reflected light, and on an area as small as a person's face it is necessary to hold the meter in close—about three or four inches from the spot we are reading. If the meter is held too far from the face, light from other sources will strike the meter and give us an untrue reading. When working in close with your

Color pictures backlighted by the sun are rare, but can be made with the aid of flash. Bill Billingsley, Salt Lake City, made this one on daylight-type Ektachrome with a blue midget bulb at the camera. Exposure was 1/10 sec at f/12.

meter, hold it so as to not cast a shadow on the area you are reading as, obviously, that would result in a lower reading.

Now we know that we have a 32 to 1 ratio and we feel that, for the particular type of picture we are going to produce, such lighting will be too contrasty. We must reduce the contrast. How much? Taste and subject matter usually dictate the answer, but let us say that one to four will yield a nice range of tones for the picture we are making. What do we have to do? Obviously we either have to reduce the amount of illumination on the light side of the face or increase the amount on the shadow side. Do we have a choice? Definitely not, as it is quite impractical to adjust the light from the sun. I didn't say impossible. Hollywood photographers, in movie making, employ cheesecloth screens called "scrims" for this purpose, but we are going to do this the simple way—no tricks, no special effects, just plain photography. So we must work with the alternative, that of increasing the light on the shadow side.

To determine how much light we must add we need a formula. Copy this on the back of an exposure guide or in a note book for future reference. You won't remember it until you have used it a couple of times. We will use "A" for the amount of light we need, "L" for the highlight reading, "S" for the shadow reading, and "D" for the denominator of the ratio we want. In this case, where the desired ratio is 4 to 1, "D" equals 4. When assembled, the formula should look like this:

The right balance between sunlight and flash gives sparkling picture quality like this. You can obtain it by following Austad's procedure for measuring the natural illumination and basing your flashbulb size and distance upon it.

$$A = \frac{L - DS}{D - 1}$$

Now let's substitute the figures obtained earlier for the symbols and see what happens.

$$A = \frac{400 - (4x13)}{4 - 1} \qquad A = \frac{400 - 52}{3} \qquad A = \frac{348}{3} \qquad A = 116$$

The amount of light we must add to the shadow side of the face, then, is 116 units. This will bring the lighting contrast up to the 4 to 1 ratio we want. We must keep in mind, however, that when we add 116 units of light to the shadow side of the face with a flashbulb near the camera, we also add 116 units of light to the light side of the face. Our highlight area now will receive 516 units of light in all (400 of daylight plus 116 from the flashbulb) and we must use this new highlight reading of 516 instead of 400 when computing the final exposure. To check your figures, divide 129 (shadow reading of 13 plus 116 units of flash) into 516, and you will see that the ratio now is the desired 4 to 1. There is no need for extreme accuracy in making these calculations. You can work them out on your scratch pad or the back of an old envelope, rounding off your figures to keep them easy to handle as you go along.

How do we go about getting 116 units of light from a flashbulb? The accompanying charts provide this information at a glance. They are based on my own

Compare the result of using too much flash (above) and none at all (below). The trick of making good sunlight-flash pictures is to find a compromise between the two by choosing the right bulb and using it at the right distance.

guide numbers, and show the amount of light that various flashbulbs provide at different distances from the subject. You can use any bulb to get that 116 units of light, but it had better be a small one for this setup. With a big bulb it would be necessary to mount the reflector 20 or 25 feet from our model, which wouldn't be at all convenient. If you have an electronic flash outfit, it will serve just as well as ordinary flash. For close-ups it may be a bit easier to employ, since small portable units usually deliver less light than the smallest flashbulbs when a shutter speed of 1/50 second or longer is employed. In this case you will have to work out a chart for your own particular outfit, however, putting its guide number in the column for a 10-foot distance and then working both ways for other distances according to the inverse square law. The same procedure can be employed to make charts of your own for use with color film and slower black-and-white film.

Using the first chart (assuming we are loaded with film that has an ASA exposure index of 64) we find where 116 units of light will fall. With a No. 5 bulb, we see that at 10 feet we would get 200 units and at 14 feet we would get 100 units. With a little quick guess-work, we decide that a little over 13 feet will be about right. If we had happened to have a No. 0 flashbulb handy instead, we see that it would have provided 130 units of light at 14 feet and 100 units at 16 feet, so we would have split the difference, placing the flash reflector 15 feet from the model.

Our exposure is to be based on the highlight area of the face which, we have seen, receives 400 units of sunlight and 116 units of flash. This makes a total of 516 units of light. By setting the computer of the meter at 516, as though (*Continued on page* 94)

Meter readings of highlights and shadows are made by the author. This is the first step in determining the flash required for well balanced lighting

Summertime

A PICTORIAL FEATURE

PETALS

MUKY

THE PEAK of the picture-taking season is almost here. At no other time of the year is light so bright and subject matter so varied as in summer. At no other time is the chance to shoot good pictures so much within the reach of every camera. This portfolio of photographs reveals scenes typical of many you'll encounter in the months ahead.

To take the shots on these two pages Muky and Andre de Dienes posed pretty girls with appropriate props. Keep your camera eye peeled, and you're bound to find similar setups. For additional information on these and the other fine photographs in this seasonal feature, turn to "Notes on the Picture Section."

WATER LILY

ANDRE DE DIENES

JUNIOR AIRMAN

HAMMOCK TIME

TANA HOBAN

YOUNGSTERS always make excellent subjects for your camera. A *Milwaukee Journal* photographer hit upon an ideal vacation shot when he spotted and snapped a lad flying a model airplane. Tana Hoban recorded an equally fine summer setting by training her camera on a charming little girl resting in a comfortable hammock.

FISHING FOR SHRIMP

ELIOT ELISOFON

WATER plays an important role in many summer pictures. Eliot Elisofon of New York came up with an excellent documentary photograph by recording a shrimp fishing scene. Ed Clarity, another New Yorker, captured his amusing shot when he focused on a policeman establishing decorum at the sea shore.

BEYOND THE LAW

ED CLARITY

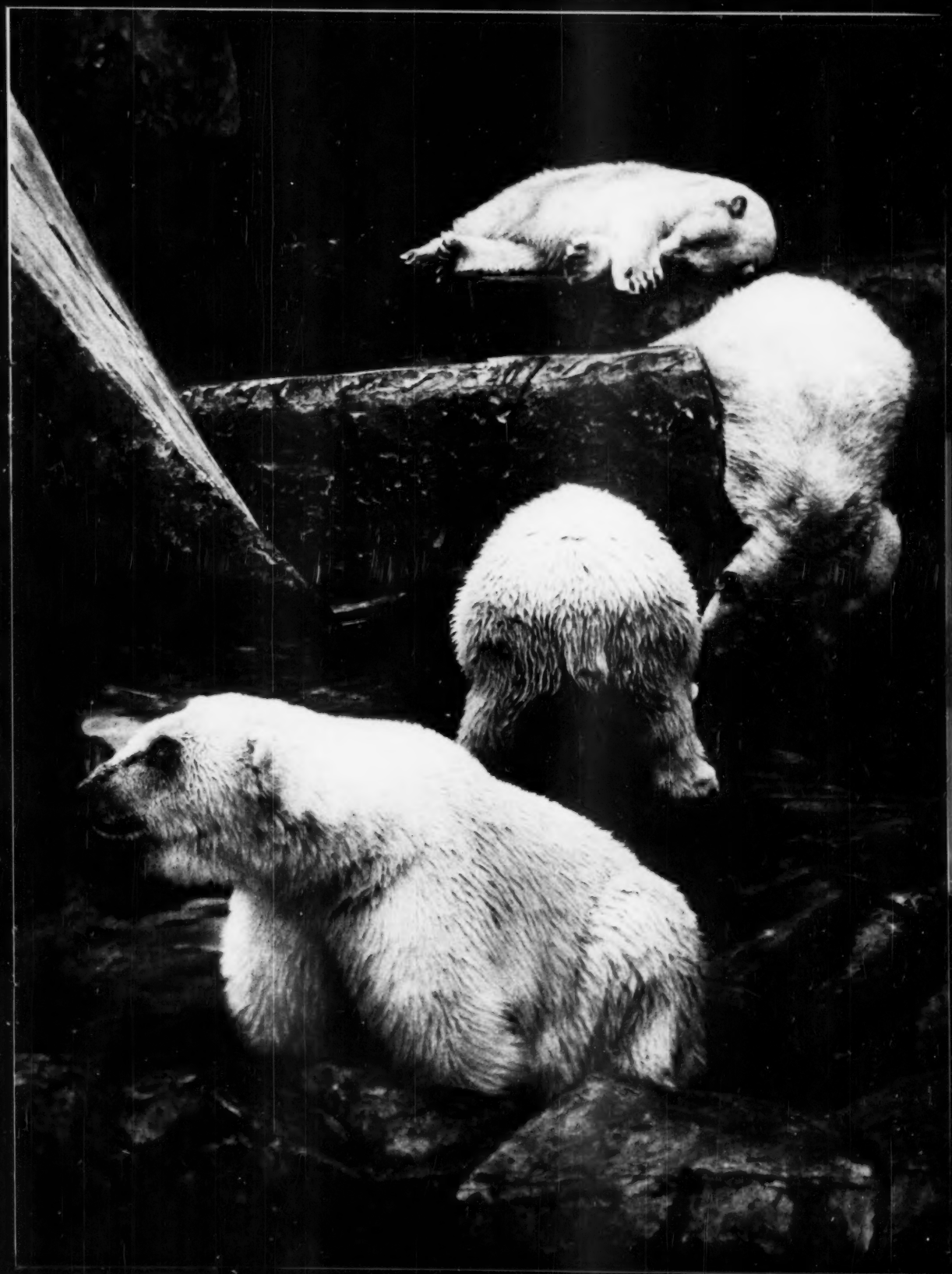
PRETTY DUCKLINGS

JOSEPH FOLDES

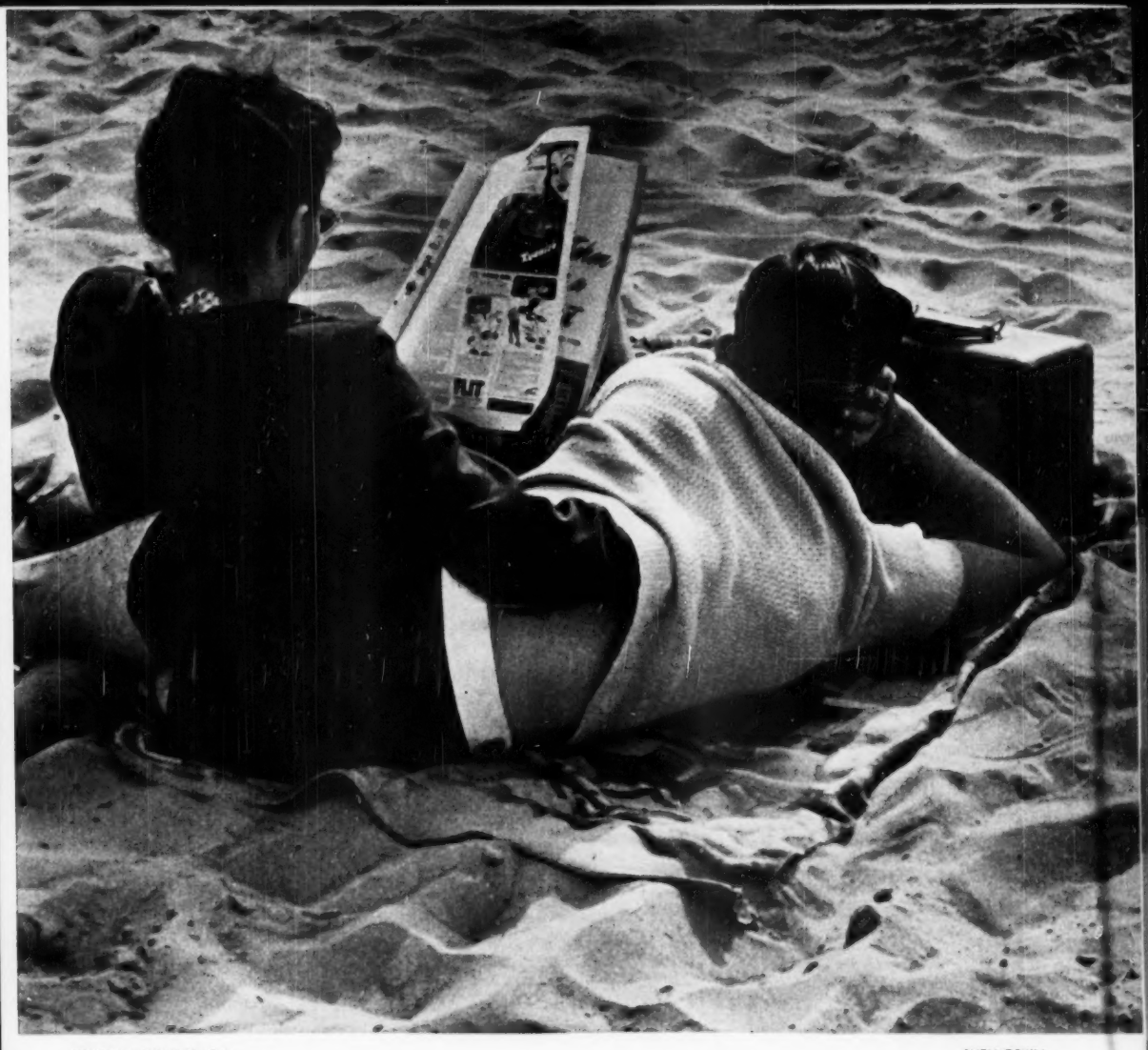
FARMS AND ZOOS are spots you're likely to visit this summer. When you do take some shots like these by Joseph Foldes and Fred G. Korth. A few animal pictures will add a refreshing change of pace to your photographic album.

FOUR MODELS IN WHITE

FRED G. KORTH



ICE CREAM STAND ROGER WYCKOFF



HOLIDAY AT THE BEACH RUTH ORKIN

PUBLIC PARKS AND BEACHES attract young and old when the temperature soars. Roger Wyckoff of Riverside, Ill., and Ruth Orkin of New York took advantage of this when they took the accompanying shots. You, too, can make similar pictures during your leisure hours this summer if you are alert and keep your camera handy at all times.

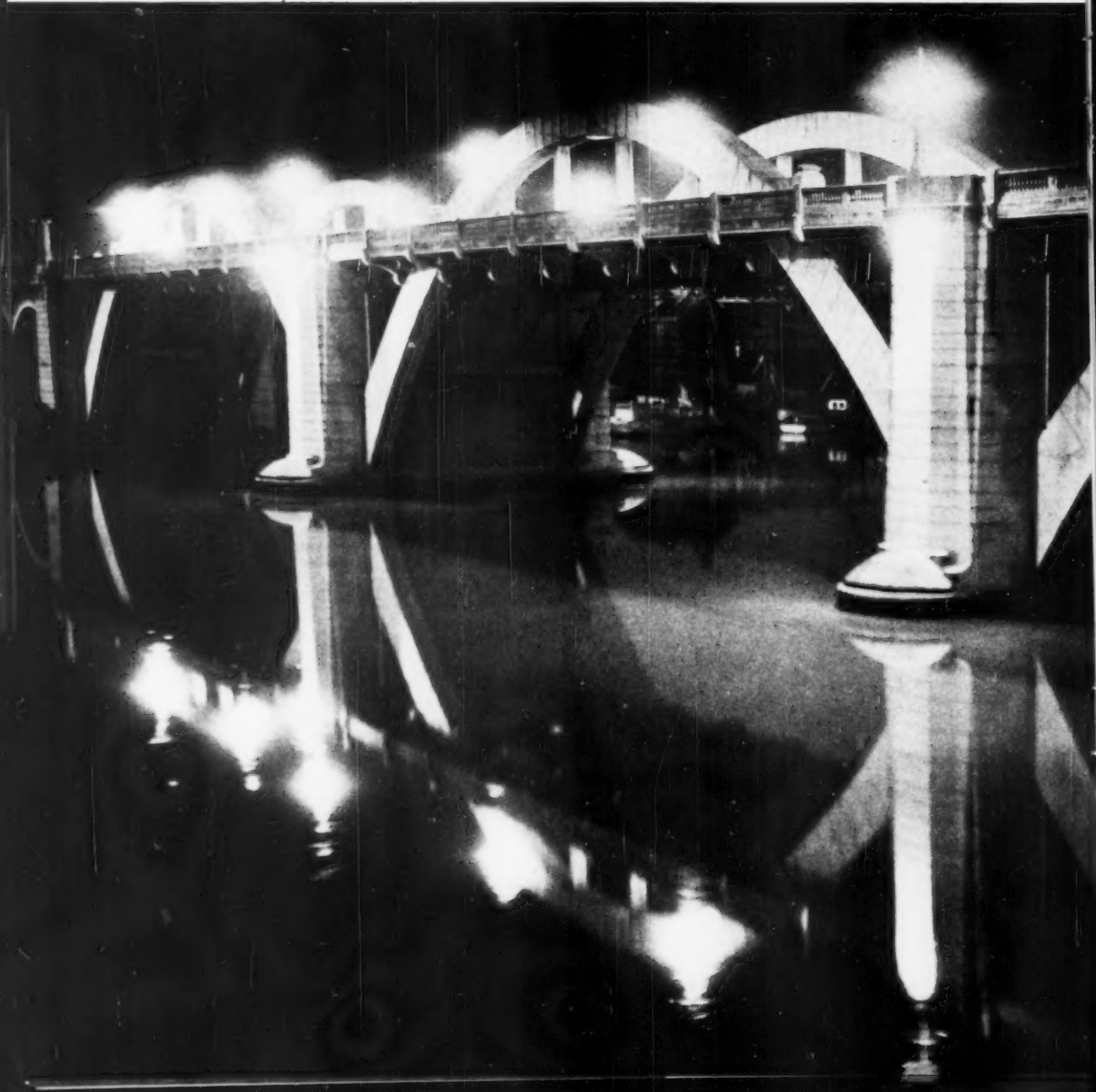
CHAMP DE MARS

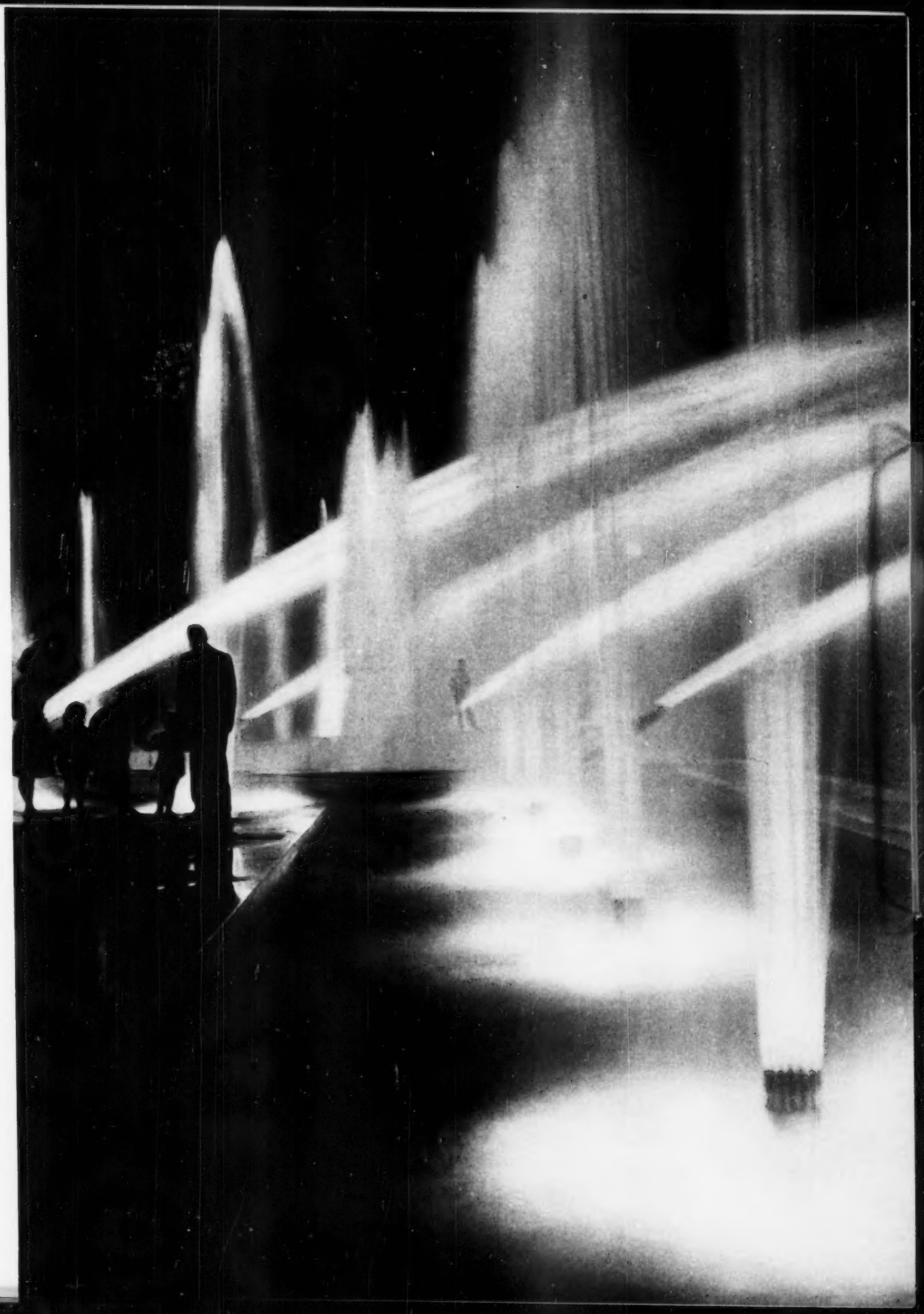
PETER BASCH

QUIET SUMMER EVENINGS offer cameramen unlimited opportunities to record intriguing scenes. A peaceful feeling was caught by Lionel Norman Keen in his night study of a bridge and its reflection. Of equal beauty is the after-dark shot of a fountain display by Peter Basch. To make the spouting water look like giant plumes, he used a slow shutter speed.

MIDNIGHT REFLECTIONS

LIONEL NORMAN KEEN





MISSOURI'S GASCONADE

GERALD R. MASSIE

THE COUNTRY in summertime provides a wealth of top-notch picture possibilities. Gerald R. Massie of Jefferson City, Mo., used a frame of tree leaves to enhance his photograph of a man paddling a canoe up a quiet river. Raymond Caron of Montreal was strolling across a grassy field when he spotted and snapped his shot of a pretty girl walking a pair of collies.

PASTORAL STUDY

RAYMOND CARON

Black sky, white foliage, and penetration of atmospheric haze are characteristic effects obtained with infrared film, as shown above. Compare picture with identical view on pan film, right.

INFRARED *packs a punch!*

By JAMES ARTHUR STEWART, ARPS

Illustrations by the author and Gerald Massie

Try this special film if you want to create unusual and dramatic pictures that will prove to be "eye-stoppers"

THE general public's way of acclaiming an artist is to recognize his work either by its distinctive quality, its technique, or the striking qualities of the finished picture. Each of our outstanding photographers of today has a definite approach to his subject or chooses a certain type of work that sets him apart from the run-of-the-mill camera clicker. If one is to make a name for himself in photography or in any art medium, for that matter, he must produce something that is an "eye-stopper"!

One easy approach to creating pictures that pack a punch is to come up with dark skies, white foliage, clouds that stand out like white sheets on a gray day, inky-black shadows, and no haze. In other words, one of the ways to produce a striking photograph is

through the choice of film. Want dramatic effects? Then try infrared!

To produce something "different" with a camera, there must be considerable thought on the part of the photographer *before* the shutter is snapped. Dramatic pictures depend on four factors that are supposedly basic in photography. The first and most important is the man behind the camera. No picture or series of pictures will be any better than the "seeing" of the man with the cable release in hand. "Seeing" is, then, the most important factor to develop if striking photographs are to be produced. Only you, the practicing cameraman, can learn to "see"—that, like a number of other things, you must learn for yourself!

The second of the factor foursome is the lens. No photograph is any better than the lens with which it is taken. Part three is the filter. If the photographer has a good eye and a good lens, then the choice of the correct filter will help create the picture he "sees." The last of this little quartette is the film. Modern films run the gamut from color-blind ortho to direct color and infrared. So—when the photographer combines all four of the elements that he has under his control—the result should be a striking picture with eye-appeal, especially if he uses infrared!

Although infrared is not new to the field of photography, there are still many camera enthusiasts, amateurs and professionals alike, who have not tried it for themselves. The proof of the film is in the trying, you know! No special equipment or technique is needed to take advantage of its many fascinating features.

There are problems involved whenever you venture into a new phase of photography, and this is no exception. You have two strikes against you from the start if there is a chance that your film will be fogged in the camera or holders. Many of the older cameras and shutters were not made with infrared film in mind and therefore are not safe for it. The same holds true in the case of film holders. While you may *think* that your equipment is safe for infrared, it is best to remember that "a shot of precaution is worth a pack of film." Check with a single sheet of infrared in a holder. Place this holder on the camera, take it out into sunlight, and draw the dark-slide for a few moments. When this film is developed in total darkness, there should be no fog if your equipment is safe for this type of work. Just because your camera doesn't leak visible light when using ordinary film, don't assume that it is also safe for the invisible infrared rays. Ordinary film is sensitive to the light rays which the eye sees, but this film records the red and infrared end of the spectrum (long wavelengths of 700 to 860 *mu*). Infrared is just what the word indicates—"beyond the red" in the spectrum and thus beyond the visible light. The sec-

Dramatic pictures can be created with infrared outdoors. Scenic shot above was made on Super-XX with deep yellow filter, but taken on infrared film with red filter, right, it packs more punch.

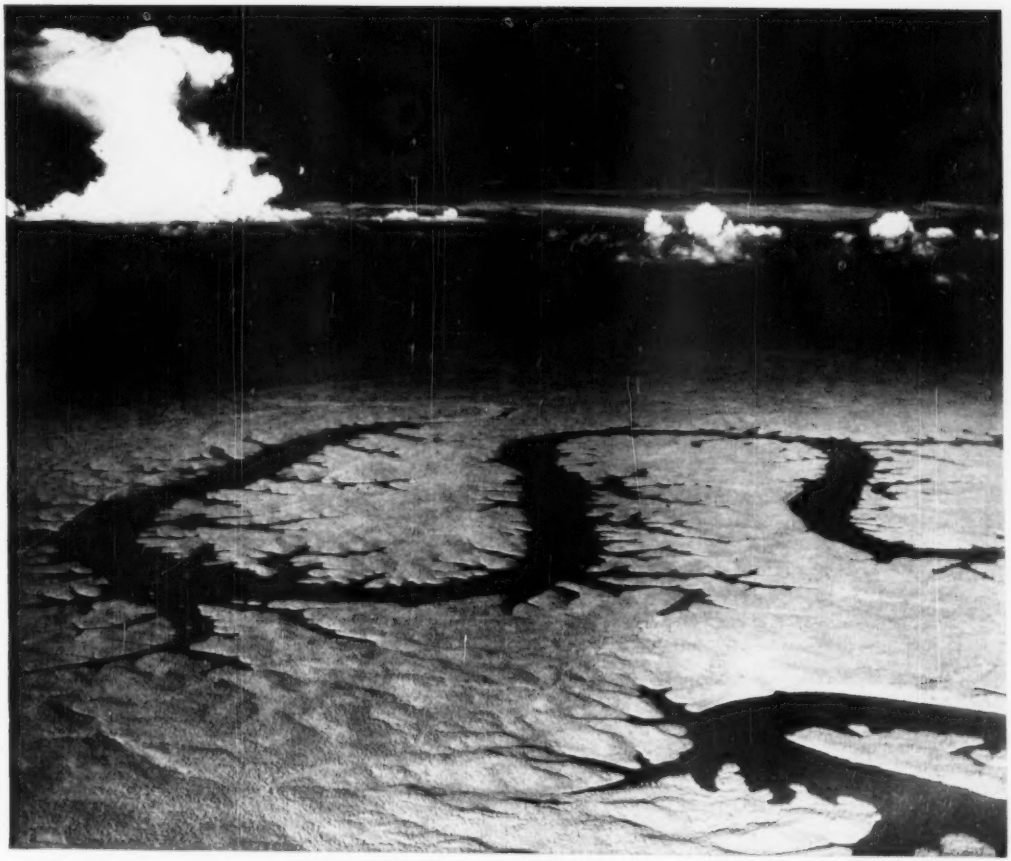
Ordinary views become "eye-stoppers" when enhanced by the odd effects which infrared film provides. Compare these two pictures and note the bold contrasts in the infrared treatment at the left.

ond point where you may have difficulty is focusing. In working with longer wavelengths of light than we normally see, focusing *can* present a problem. Since this is the case, the usable focal length of the camera is changed slightly due to the change in length of the light rays passing through it. This means that the lens will have a slightly *longer* focal length than normal, and that the focus on the groundglass is not absolutely accurate. The problem is actually a minor one, since by racking the bellows out a bit, the camera is in correct focus. With the shorter focal length lenses, this is not necessary due to the increased depth of field inherent in these lenses. This change in focal length of the lens or, to put it more simply, the change in the plane of focus from what shows on the groundglass is more important in close-up work than it is in landscape or architectural photography. The actual difference is only two percent of the focal length of the lens. Some lenses are provided with special markings, in red, to indicate the infrared focusing settings.

Most of the change in focal length can be compensated for—except in the case of extreme close-ups—by merely stopping down the lens. Generally, this is desirable anyway. It means that the foreground is going to be sharp as well as the distant background. Of course, with this slower film, a tripod is necessary. Let's say that a sturdy tripod is a "must," whether the photographer is using infrared film or not, since composition can be checked far more accurately and there is always less chance of movement when the camera is "anchored."

As in any new branch of this artistic-scientific field, it is always wise to follow instructions. These instructions call for the use of a Wratten A-25 filter, but any red filter will give similar results. If the contrast produced by using an A filter is too strong, pleasing results can be obtained with the yellow-orange G filter. The effect is very similar to the ordinary infrared shot but with less contrast. The data sheet that comes with the film—which is available in 35-mm cartridges, sheets, and standard roll-film sizes—will be a valuable source of information for better pictures. Of course, once the basic fundamentals have been mastered, there will be plenty of time and an open field for experimental work.

In using the longer infrared light rays, there will be the question about correct exposure. The ratio between the infrared rays and the visible rays will not always be constant. The visible light is affected by smoke, haze, dust, and various other atmospheric conditions. The photoelectric exposure meter will record these differences accurately, but since these factors have less effect on infrared light, the meter will not always be correct. Some experts in the field hold that a meter is of little value because of this



Missouri Dragon, a striking pictorial shot by Gerald R. Massie, shows the Lake of the Ozarks as seen from an altitude of 10,400 feet. The picture could not have been made with ordinary film as haze covers the entire area. Infrared film, however, solved the problem.

change in ratio. Still others swear by it and claim excellent results based exclusively on the meter. Actually, the difference between the meter reading and the amount of infrared light should not be so great that a good negative cannot be produced. The latitude of the film will tide you over this little difficulty. For general outdoor photography, the recommended exposure for infrared is 1/25 second at *f*/8, exposed through a Wratten A filter. Personally, I prefer to use 1 second at *f*/32 because of the increased depth of field at this aperture.

The photographer should know what the finished infrared picture will look like in order to choose subject matter that will lend itself to the use of this film. The blue of the sky and water will print black, deep and rich, while red will come up a gray to a white, depending on the amount of light on it. It's the quickest way I know to convert a redhead into a blonde! This feature eliminates the film from the field of portraiture, since infrared penetrates the skin and shows up the veins. While the medical photographer may want this effect, the little woman or Aunt Katie might not find it so flattering in personal portraits.

It is interesting to note that in scenics, coniferous trees (evergreens) absorb infrared and print dark, while deciduous trees, foliage, and grass reflect the rays and record in white or light grays—one of the characteristics of infrared pictures outdoors. Both types of trees in a scenic provide an interesting study in contrast. This trick of infrared has been put to effective use by foresters in making aerial surveys of our timber country.

The scenic-minded photographer will find that clouds stand out a brilliant white in a dark sky, and the increase in contrast, if properly used, can be the big advantage of infrared. This increase in contrast will mean that small shadow areas which the eye or ordinary film would never pick up will go black in the print. When shooting pictures on the beach or in the snow, this works to advantage and gives added texture and contour to the subject or scene that no other film can give. The increase in contrast can be used to good advantage in some architectural subjects. It will give added detail and (*Continued on page* 137)

WELLINGTON LEE PHOTOGRAPHER

What would you do with a windfall in prize money? This winner opened a studio

Prize-winner Lee is shown here with his trophy and a print that was made from his first-place color transparency, "Teamwork."

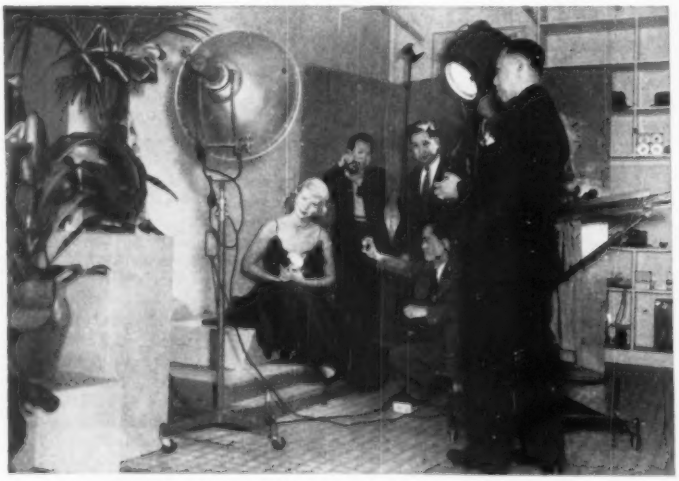
MANY AMATEURS dream of turning professional and opening their own studios. To Wellington Lee this dream has become a reality—all on his prize money in the 1948 POPULAR PHOTOGRAPHY Picture Contest. When he entered his thrilling color photo of a pair of ballet dancers (it was one of 52,000 entries), little did he realize that it would lift him from the obscurity of his tiny laundry in the Bronx to national recognition as a photographer and finally a studio of his own.

Now 26 years old, he came to this country as an immigrant from China in 1938 and couldn't speak a word of English. A few Saturdays ago and 12 years later, in festive ceremonies marking the opening of his studio in New York's Chinatown, he received the congratulations of Koon Lee Yuen, a Consul in the office of the Chinese Consulate General in New York, who first received Wellington on these shores. A modest young man, he has lived only for this day. He loves photography second only to his wife and two babies. He started to study photography at the New York High School of Industrial Art when he was 15, but economic circumstances forced him to become a laundryman to earn a living.

After a hitch in the U. S. Army he got himself a job sweeping the floors and doing general chores around a fashion photo studio, but before he could get his

(*Continued on page* 114)

His friends of the China Photographic Society shoot informal portraits of Lee.



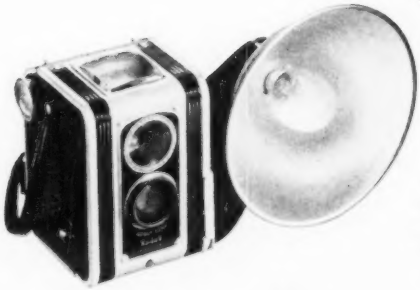
On opening day Lee did his first commercial assignment, photographing model Mickey Randall for an agency. Well-wishers made a photographic jam session of it.

The studio is directly across Mulberry Street from the New York State Building.

The Kodak BULLETIN

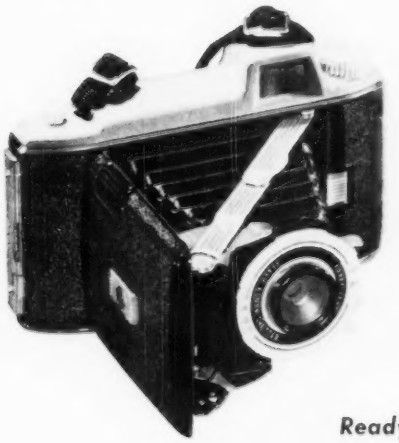
Can any camera serve in two places at one time?

Obviously, no. If other members of the family are to enjoy photography this summer—if you are to keep your blood pressure down and your spirits up during the "borrowing season"—there *must* be other cameras in the family. Serves a double purpose, you know; keeps your pet personal camera safe, and at hand when you want it—*and* enables the rest of the team to enjoy photography more. Solves many a gift problem, too . . . and it may stir up competition that puts more zest into your own picture making. For instance . . .



A Kodak Duaflex or Brownie Reflex Camera is a mighty pleasant boost for any beginner. The big, brilliant finders make viewing simple—and the rugged design and modest cost make these cameras safe for camp, hike, or holiday. Brownie Reflex, $10.95; Duaflex Kodet, $12.75; Duaflex *f* 8, $19.85. All three have flash-synchronizing shutters.

For a perfect combination of thrift, simplicity, and smart design, pick a Brownie Hawkeye Camera. It has the big view finder and extra-smooth shutter release that beginners need, and the economy of 12 pictures, 2¼x2¼, per roll of Kodak 620 Film. $5.50.



Smartest, smoothest design of any simple folding roll-film camera—that's the Kodet Model of the Kodak Tourist Camera. Clean lines, fine finish, good balance, no "gadgets"; reliable Kodet Lens and Flash Kodon Shutter with "T," "B," and "1." Eight pictures, 2¼x3¼, to a Kodak 620 roll. $24.50. Field Case, $10.50.

The Kodak Flash Bantam Camera accepts all Kodak No. 828 miniature films, including Kodachrome Film. Barely a handful, this trim, compact miniature with *Lumenized* f/4.5 Kodak Anastar Lens and 1/200 flash shutter steps along with the best. As a gift, it's tops. $49.50.

All prices include Federal Tax

Ready for vacation? See next page

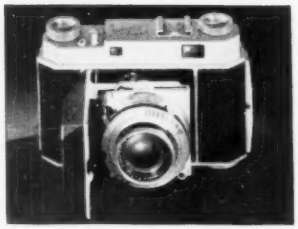
WHEN YOU EQUIP FOR VACATION OR ALL YEAR...

Define your needs-

Pick out the qualities you want most... In Kodak equipment, you'll find those primary qualities, plus much more

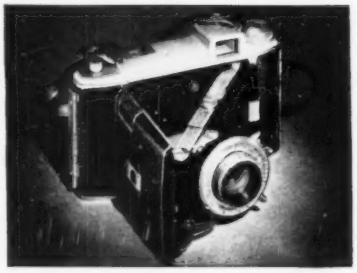
LENS SPEED

... plus shutter speed ... plus coupled rangefinder focusing and all the other normal miniature-camera refinements ... plus a distinctive smartness of design and finish, and watchlike precision—that's the Kodak Retina II Camera. You get a Schneider-Xenon *f* 2.0 lens, surface-coated, in Compur-Rapid Shutter, 1 second to 1/500 and "B"—automatic exposure counting, film stop, double-exposure prevention—exquisite styling—all for $197.75. Kodak Retina I Camera, *f* 3.5, 1/500, is a big value, too—$72.75. Cases, $10 and $10.50.



VERSATILITY

... is the word for your Kodak Tourist "800" Camera with accessory Kodak Tourist Adapter Kit. In one grand instrument, you get a *Lumenized*, four-element Kodak Anastar *f*/4.5 Lens, fitted to a Kodak Synchro-Rapid 800 Shutter with *ten* reliable speeds, 1 full second to a sizzling 1/800, plus "B," and flash-synchronizing settings for all popular flash lamps and electronic speedlamps ... ultra-smooth shutter release on camera bed ... extra-rigid bed-and-strut design for accurate lens alignment ... rugged die-cast light-alloy body ... the smartest kind of exterior styling, with finish in scuff-resistant Kodadur, black lacquer, and gleaming chrome. *Adapter Kit* permits any of four sizes of pictures, including miniature Kodachrome transparencies. The camera, $95; Adapter Kit, $14.50. Standard *f*/4.5 "Tourist" is $71; the *f*/6.3, $47.50. Adapter Kit fits these models too. Case, $10.50; Flasholder, $11.08.



PRECISION

... plus lens speed ... plus the operating features and refinements you normally expect only in a fine miniature camera ... plus an extraordinarily wide choice of both roll and sheet films ... plus a rugged design that speaks of long, reliable performance—this is part of what the Kodak Medalist II Camera brings you. The lens is a *Lumenized f* 3.5 Kodak Ektar, Kodak's finest, with a crispness and clarity of transmission you can't realize until you've examined enlargements from the negatives it delivers. The shutter, a Kodak Flash Supermatic, 1 full second to 1/400, plus "B." Lens and shutter are set in a big sturdy double-helix focusing mount—tops for precise lens-to-film alignment. Range finder is the all-prism split-field type, coupled to the focusing movement; view finder has accurate parallax correction. Film movement has automatic stop and double-exposure prevention; shutter cocks and film counter moves up as film is wound. Roll-film back can be removed and accessory sheet-film back substituted. Price of this great camera is $312.50, including a handsome leather field case—and there's no other camera like it anywhere. Flasholder, $11.08.

STABILITY

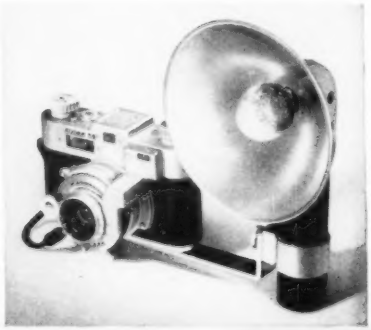
... plus light weight ... plus quick setup and takedown ... plus fine finish ... all are yours in a Kodak Eye-Level Tripod. Weighs only 2 pounds, telescopes to 22 inches, extends to a full 5 feet; is made of tough light alloy with a hard alumilite finish. Your hand may be as steady as anybody's—but test this tripod and you'll see a difference in your enlargements. $23.33.

CONTROL

All angles are easy with a Kodak Turn-Tilt Tripod Head. Gives you up-and-down and horizontal panning, all smooth as velvet. $15.46.

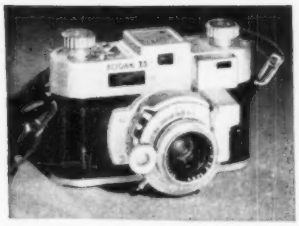
READINESS

... day or night, indoors or out, is yours when you're equipped with a Kodak Flasholder (for Kodak cameras with flash shutters). Standard Flasholder, $11.08; special Flasholders for some simple models are priced lower.



then do your planning

The Kodak BULLETIN



ALL-AROUND VALUE

. . . is yours in a Kodak 35 Camera—the medium-priced "miniature" that has everything. Your lens is a four-element Kodak Anastar, 50mm. *f* 3.5 *Lumenized;* your shutter, a fine Flash Kodamatic with seven settings—1/10, 1/25, 1/50, 1/100, 1/200, "T," and "B." The coupled split-field range finder provides automatic focusing control from 4 feet to infinity. View finder is the direct optical eye-level type, designed to prevent parallax cutoff within the focusing range. Shutter cocks automatically as film is advanced, and has accurate settings for both Class F and Class M flash lamps. Film advance is equipped with interlocks that automatically prevent double exposures or blank exposures, and exposure counting is automatic. Sturdy construction, smart finish, and smooth operation make it a thrifty buy at $86.75. Case, $10.

ECONOMY

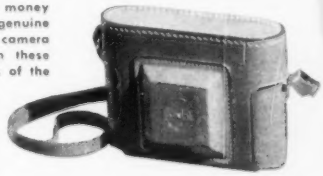
. . . plus quality—both are yours in a Kodak Pony 135 Camera (at left) or a Kodak Pony 828 Camera (right). Don't let the low prices deceive you. Each of these cameras has a Kodak Anaston 51mm. Lens, *f*/4.5, *Lumenized,* with a crispness and clarity of transmission you'd expect only at two or three times the price. Each has the new Kodak Flash 200 Shutter, 1/25 to 1/200, with positive flash contacts, and an extra-smooth body shutter release. Focusing range, infinity to 2½ feet! Red-indexed "average" settings for black-and-white and color make operation easy—even for a beginner! The "135," $34.75; the "828," $29.95.

PERFECT VIEWING

. . . plus high lens-and-shutter capacity . . . plus numerous technical refinements . . . plus precision die-cast construction and smart finish—they're all yours in a Kodak Reflex II Camera. Accurately twinned four-element Kodak Anastar Lenses, 80mm. *f* 3.5 *Lumenized,* provide a superb team for taking and viewing—and the famous Kodak Ektalite Field Lens, under the ground glass, smooths out and intensifies the viewing image, for a new kind of focusing ease and precision. The shutter is a Flash Kodamatic, 1/2 second to 1/300, with "T" and "B." Focusing range, 3½ feet to infinity; magnifier in viewing hood; hood converts to direct open-frame sport finder; focusing and field depth scale on top of lens mount. Precision body of die-cast aluminum alloy; beautiful finish in black Kodadur, black lacquer, and gleaming chrome. It's a camera you're proud to own and be seen with, and it's a joy to use. The price, $155.00, includes a handsome leather field case. Inexpensive Adapter Kit, $5.00, permits full-color Kodachrome transparencies. Accessory Kodak Flasholder, $11.08.

SAFETY

It's important, when you've put money into fine equipment; and a genuine Kodak camera case gives your camera real protection. The leather in these cases is top grade; stitching is of the finest; some are built with thin steel shells between the lining and outer covering, for extra rigidity. And there's at least one Kodak case to fit every fine Kodak camera. Look for the Kodak label before you buy.

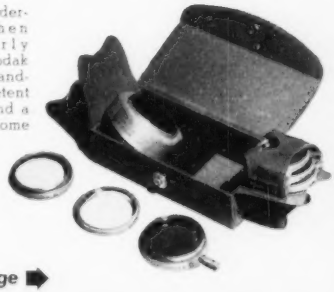


FREEDOM

It's increased when you have a Kodak Auto-Release tucked away in your camera kit. This compact unit gives you controlled delayed action; trips the shutter for you. It enables you to get in the picture—to be the "foreground figure" in a scenic—to hold a reflector or extension flash near the subject—and so on. $4.25.

COMMAND

. . . of subject rendering is yours when you're properly equipped with Kodak filters. For black-and-white, the K-2, G, A, and X-1 provide a competent basic kit; for color, the Kodak Skylight Filter and a Kodak Pola-Screen are basic, while the Kodachrome Type A Filter for Daylight is useful in emergencies. For exact color work, the Kodak Light Balancing Filters and new Color Compensating Filters are indispensable. All basic filters are available as Kodak Combination Lens Attachments units, to fit most amateur cameras. Handy filter cases, too, as pictured here.



Continued on next page ➡

any season, any hour, anywhere ...you can rely on Kodak films

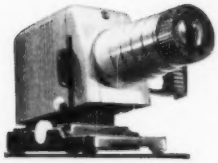
THE Kodak film you use in your camera serves in many places near and far. You find its counterpart in steaming tropic jungles, and at the earth's poles . . . in scientific laboratories, in observatories on frosty mountain tops, in illustrators' studios, in millions of amateur cameras. Many films, many types of film—but each bears the basic trade-mark "Kodak" . . . full assurance of uniformity, of reliability, of film that is ready to do its job and do it well, any time and anywhere.

THESE are the basic Kodak films: Full-color Kodachrome Film, Daylight Type, and Type A for photoflood, to fit miniature and sheet-film cameras . . . Full-color Kodak Ektachrome Film, roll and sheet . . . Full-color Kodacolor Film, Daylight and Type A, in popular-size rolls . . . Fast, panchromatic, fine-grain Kodak Plus-X Film, in rolls and packs . . . Ultra-fast, panchromatic Kodak Super-XX Film, roll, sheet, packs and miniature . . . Ultra-fine-grain Kodak Panatomic-X Film, miniature and sheet . . . fast, orthochromatic Kodak Verichrome Film, in popular roll sizes . . . top-speed Kodak Super Panchro-Press, Sports Type, and high-speed Kodak Super Panchro-Press, Type B (sheets only). There are many other sheet films for professional, commercial, press, and graphic arts use; and a variety of specialized films and plates, stocked or made to order, for medical men, astronomers, nuclear physicists, and researchers in many other fields.

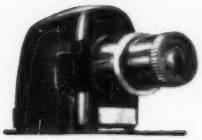
The Kodak BULLETIN

To fill your screen with summer's true brilliance, autumn's glory, winter's sparkle, Kodaslide Projectors are best because . . .

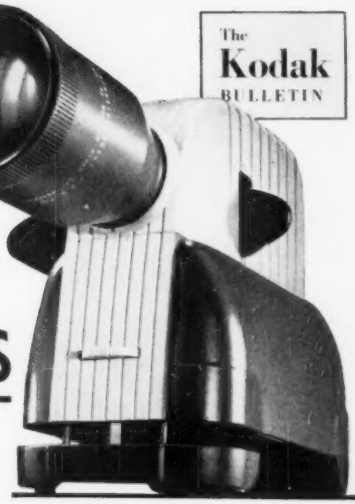
THEY PUT THE LIGHT WHERE IT BELONGS



Model 2A, $49.50



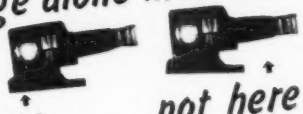
Model 1A, $29.50



Master Model, $150 up, depending on lens.

WHY pay for light bottled up in a lamphouse—when the brilliantly engineered optics of a Kodaslide Projector can give you extra screen value for every watt? Why buy mere "wattage" when the WI/SL ratio* is the true measure of a projector's efficiency—and when you can prove by direct comparison which projectors give you most?

wattage alone means nothing—it's light that counts



not here . . . . not here . . . . but on the screen and all over the screen

***WI/SL** is the ratio of watts input to screen lumens actually achieved. In rigid tests, conforming to ASA procedures, the 1000-watt Kodaslide Projector, Master Model (top right) with 11-inch *f* 3.7 lens delivers more than 1 lumen for every watt, and with 5-inch *f* 2.3 lens the average yield is a whopping 1.72 lumens per watt. That's why people compare Master Model performance to "sunshine on the screen." Kodaslide Projector Model 2A, above, with 5-inch *f* 3.5 lens and 150-watt lamp, delivers over 150 lumens to the screen—and the low-cost, 150-watt Kodaslide Projector Model 1A averages over 140 lumens, almost 1-for-1. These are tests with 35mm. (24x36mm.) slide apertures; with Kodak Bantam (28x40mm.) apertures, the performance is even more striking. The unique Kodaslide Table Viewer (↓), smart desk unit with screen, slide changer, and projector all in one, has a screen brilliance that's ample for use in fully lighted rooms. Your Kodak dealer can easily demonstrate what these figures mean in image brilliance, sparkle, and all-around viewing pleasure.

Kodaslide Table Viewer, $95

Compare before you buy

√ Compare screen brilliance (set up two projectors for the same size of screen image, slip an open slide mask in each carrier, and adjust the projected rectangles of light until they touch). You'll easily see which projector gives most, watt for watt.

√ Compare uniformity of illumination (put a Kodak Bantam mask in each carrier, and compare for "hot spot" and relative brilliance at center and corners of the screen). Kodaslide Projector condensers are specifically designed to minimize light-loss and corner-clipping, even with 28x40mm. transparencies.

√ Compare lens definition (project two matched slides, side by side, focus carefully, and study the image detail).

√ Compare over-all tonal quality, color quality, contrast, and gradation in the screen image. You'll find the *Lumenized* optical systems of Kodaslide Projectors deliver an extra snap, sparkle, and clarity that make your transparencies "wake up and live."

. . . and as you tuck your new Kodaslide Projector under your arm and start home, rest easy. Whichever the model, you have chosen well.

ever make movies? this is the year ➧

It's the Cine-Kodak Reliant Camera

ONLY
$79*
with fine, fast, f/2.7 lens

. . . and see what it will do in 8mm. movies!

It makes full-color movies Just load it with amazing Cine-Kodak Kodachrome Film—as easy to use as black-and-white—and movies with the realism of gorgeous color are sure as shooting.

It makes outdoor shots, dawn to dusk The "Reliant" is no fair-weather friend! Its *f*/2.7 lens is fast enough for movie making in bad light as well as good . . . makes beautiful sunset movies, too.

It makes indoor movies, just as easily No special skill . . . no costly equipment . . . for in-the-house shots! Just switch to Type A Kodachrome Film . . . turn on low-cost photoflood lamps in inexpensive reflectors.

It makes slow-motion movies Four shooting speeds on the "Reliant"—16 (standard), 24, 32, and 48 (slow-motion) frames per second. You'll marvel at the greater detail, greater beauty, of slow-motion movies.

**Prices include Federal Tax*

It makes telephoto shots, too Twist out the standard lens . . turn in the 38mm. *f*/2.8 telephoto—an accessory—and you're set for close-ups of wary or distant subjects. The enclosed finder serves both lenses.

It lets you get in your own movies Press the exposure button in—and up. With your camera on a steady support, you can then walk around to appear in the very movies you've made yourself!

It "dials" its own exposures Every Cine-Kodak Film carton carries its own exposure card. Slip it into the "Reliant's" built-in guide . . . check the light—and there's the right aperture at which to set your lens!

It captures a whole week end for $3.75 That's right! One roll of Cine-Kodak Eight Kodachrome Film, only $3.75—*including processing and Federal Tax*—will make 30 or more marvelous full-color movie scenes!

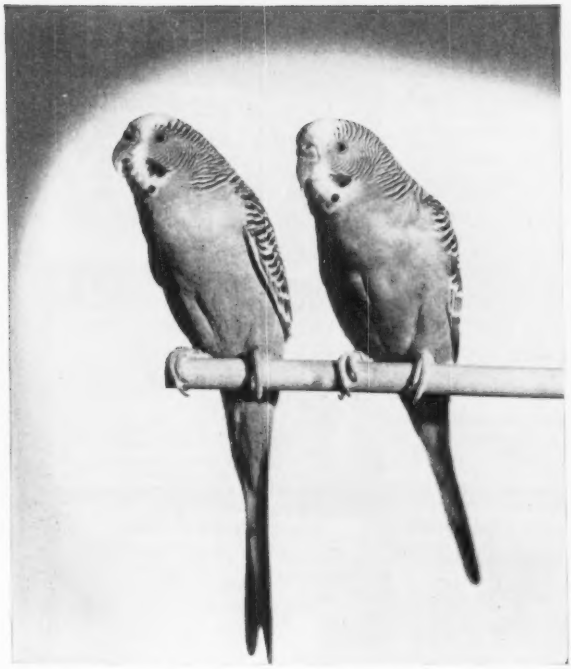
It's a lot of camera for $79! Compact . . . trim . . . rugged . . . smartly styled—you know it's "right" the minute you pick it up. (With *f*/1.9 lens, the "Reliant" is $97.50*.) *See it at Kodak dealers!*

Kodak
TRADE-MARK

EASTMAN KODAK COMPANY
Rochester 4, N. Y.

PICTURES FROM READERS

All photographs submitted for this department should have the name and address of the sender printed on the back of each picture. We will return them if sufficient postage is enclosed.



1

Two Of A Kind, awarded 1st star this month, is the work of J. B. Nicholson of Los Angeles. He took this picture of a pair of parakeets with a 4 x 5 Speed Graphic on Kodak Super Panchro-Press Type B film. Two 500-watt spots and a No. 1 flood illuminatsd the setting. Exposure was 1/25 sec at f/8.

Plaster Mannequin, a well-executed bas-relief by G. Larrieu, Lafayette, La., was taken with a 4 x 5 Graphic View camera and an 8½-in. Kodak lens. A No. 1 flood also was used to make the picture. Exposure, on Kodak Super Panchro-Press Type B, was 1/10 second at f/16.

Faye, by F. James Segers of Two Rivers, Wis., was taken with a 5 x 7 Seneca View camera equipped with a 240-mm Eurynar f/4.5 lens. Exposure, on a fast panchromatic film, was 1/5 second at f/8. To light the model, Segers employed two 200-watt spotlights.

2

Second Star award this month goes to O. C. Stonestreet, Jr., Mooresville, N. C., for his candid shot of a group of excited youngsters watching a boxing match. The camera used was a 4 x 5 Speed Graphic equipped with a 127-mm Kodak Ektar f/4.7 lens. Exposure, on Kodak Super-XX film, was 1/100 second at f/16.

You'll Be Glad You Picked PENN!

For Price . . . For Service . . . For Quality . . . and, as For Reliability . . . you'll know why PENN is "Famous for Fairness."

HIGH QUALITY, LIGHTWEIGHT, Navy Type 7x50 Coated Binoculars

$59.50 With Case, Tax Paid

(Made in American Occupied Japan)

Unusually brilliant. Built and perform to compare with binoculars selling for $150.00 upward. Individual eyepiece adjustments for critical focusing. Ideal for boatsmen, hunters, etc. Weight 2¼ lbs. Brand new. Shipping weight, approx. 8 lbs.

ADOX II 35mm. Camera

List.....$85.00 $49.50

Equipped with Schneider Xenon f2 lens in Compur Rapid shutter. Speeds from 1 to f/500th sec. Uses standard 35mm. black-and-white and color cartridges. With Laack f2.9 lens in flash Prontor shutter, speeds from 1/25th to 1/200th..... $27.95. Approx. ship. wt., 4 lbs.

• Leather Eveready Case.....$4.95

BRAND NEW! BELL & HOWELL EYMAX TELEPHOTO LENS

Regularly $49.87

$24.50

2" f4.5, focusing mount. Fits all standard cameras. Please specify 8mm or 16mm. Ship. wt., approx. 1 lb.

BRAND NEW SWISS IMPORT TELEPHOTO MOVIE LENS

Coated f3.5 — 1½"

$40.00 Value $19.95

Chrome focusing mount fits all standard 8mm. cameras. Ship. wt., approx. 1 lb.

BRAND NEW DEJUR AUTOCRITIC EXPOSURE METER

Reg. $25.95 $11.95

Model 50A, complete with Eveready case. A real opportunity to insure perfect pictures...at an amazingly low price. Ship. wt., approx. 2 lbs.

PAPER TRIMMERS

Heavy Gauge Steel

6" x 8" Model..... 79¢ (Approx. ship. wt., 3 lbs.)

10" x 8" Model... 99¢ (Approx. ship. wt., 4 lbs.)

With 6 inch calibrated steel top rule and keen shearing blade.

Famous Make All Metal SLIDE FILE

Originally $3.25 $1.89

Handsome dapple, hammertone smooth baked enamel finish. Carrying handle, 2 snap locks, index card and strips. Welded-in slotted divisions provide a capacity for 300 2 x 2 slides in Ready-mounts and 150 in glass. (Approx. ship. wt., 4 lbs.)

Genuine Top Grain Cowhide CARRY-ALL GADGET BAG

$12.50 Value $6.95

Chrome-tanned top-grain cowhide, finished in attractive brown. 8 x 10 x 3 inches plus an outer pocket and internal compartments for camera and accessories. Reinforced edges, stiffened bottom. (Approx. ship. wt. 3 lbs.)

BRAND NEW DA-BRITE 8mm Film Chests — Model 8-200

$5.00 Value $2.29

Capacity...13-200 ft. reels in cans. Pressed steel with baked hammerloid enamel finish. Piano hinged dropfront and cover; snap lock and carrying handle. Approx. ship. wt., 5 lbs.

Famous Make Chrome BRASS 5-SECTION TRIPOD

$8.84 Value $4.95

Tubular telescoping 5-section legs. Closes down to 35 inches, extends to 4½ ft. Made of brass to resist rust and corrosion. Outer sections and head chrome plated. Weighs only 35 ounces. Brand new. (Approx. ship. wt., 3 lbs.)

KINOLUX No. 3 HI-SPEED PAN FILM — BRAND NEW

Reg. $2.40 Special Per 25 Ft. Roll, $1.39

3 Rolls for $4.00

FREE Processing. Weston 50/40. Fresh film, 1 year advance dating. Fits all standard 8mm roll film cameras, Keystone, Revere, Kodak Reliant, etc.

BRAND NEW SCHNEIDER COATED LENSES

Wide Angle ANGULON f6.8 — coated

65mm for 2¼x3¼ negatives, in Compur Rapid Shutter.....$44.50
90mm for 4x5 negatives, in Compur Rapid Shutter.....$49.50
120mm for 5x7 and negatives, in Compur Shutter $79.50
165mm for 5x7 and 8x10 negatives, in Compur Shutter $119.50

Telephoto TELE XENAR f5.5 — coated

18cm for negatives up to 2¼x3¼, in Compur Shutter...$64.50
24cm for negatives up to 4x5, in Compur Shutter $99.50
27cm for negatives up to 4x5, in Compur Shutter $129.50
30cm for negatives up to 4x5, in Compur Shutter $139.50
36cm for negatives up to 4x5, in Compound Shutter $164.50

Telephotos—coated—in Focusing Mounts for ALL KINE EXAKTA Cameras

13.5cm (5½ inch) Xenar f3.5 .....$89.50
15cm (6 inch) Tele Xenar f5.5 .....$69.50
18cm (7⅛ inch) Tele Xenar f5.5 .....$87.50
24cm (9½ inch) Tele Xenar f4.5 .....$139.50
30cm (12 inch) Tele Xenar f5.5 .....$129.50
36cm (14 inch) Tele Xenar f5.5 .....$149.50

BRAND NEW "SMOOTHIE" TURN-TILT TRIPOD TOP

$6.50 Value $2.95

One of the greatest values we've ever offered to our customers. Tilts to 90 degrees. Rotates on ball bearings. (Approx. ship. wt., 3 lbs.)

FAMOUS ALBERT 4-IN-1 ADJUSTABLE TANK

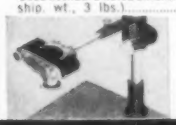
NEW LOW PRICE, $2.49

For daylight developing of 35mm, 120, 620, 116 and 616 films. (Approx. ship. wt., 3 lbs.)

SAVE ON FAMOUS STEWARTRY COPYING UNITS

For LEICAS...a precise focusing system and copying device for close-up photography with Leica Cameras and Leica lenses. Uses standard Leica extension tubes. (Approx. ship. wt., 3 lbs.).....$14.75

For CONTAXES...same as at left but for Contax Cameras. Takes Leica as well as Contax lenses and standard Leica extension tubes. (Approx. ship. wt., 3 lbs.)....$19.75



STEWARTRY UNIVERSAL COPYING ARM . . . extends from 7" to 9½". Fits any post from 1¼" to 2½" diameter. For Stewartry and other copying units as well as any movie or still camera. (Approx. ship. wt., 4 lbs.) $15.00

Penn Camera

126 WEST 32nd STREET, NEW YORK 1, N. Y. • LOngacre 4-2230

PENN Men are *Leica* specialists!

PENN has always been a supply depot for Leica owners . . . every available accessory on hand . . . and a large active stock of used equipment . . . at prices to attract . . . every item guaranteed to satisfy.

LEICA CAMERAS

(Supplied with Eveready Cases)

Model	Lens	Your Cost
IIIA (G)	Elmar f3.5–50mm Ctd., Used	$124.50
IIIA (G)	Summar f2–50mm Ctd., Used	$149.50
IIIC	Elmar f3.5–50mm Ctd., Used	$179.50
IIIC	Summitar f2–50mm Ctd., Used	$229.50

LEICA LENSES

Elmar f3.5–35mm W.A., Ctd., Used	$79.50
Summar f2–50mm Ctd., Used	$59.50
Hektor f1.9–73mm, Used	$98.50
Elmar f4–90mm, Ctd., Used	$89.50
Hektor f4.5–135mm, Ctd., Used	$119.50
Telyt f4.5–200mm, Ctd., Used	$159.50
Telyt f4.5–200mm, Ctd., with Reflex Housing, Used	$259.50
Astro Pan Tachar f2.3–200mm, With 3 Filters and Hood, Used	$375.00
Astro Fernbildlinse f4–400mm, With Hood, Used	$275.00

OTHER LEICA ACCESSORIES

Imarect Universal Finder, Used	$44.00
Rapid Wind Base Plates for IIIC, Used	$22.50

NEW PRODUCTS

Leitz Self-Timer, with Case, New	$7.77
Jen-Captor–Flash Synch, New	$47.62
Summaron f3.5–35mm WA, Ctd., New	$123.20
Summarit f1.5–50mm Ctd., New	$280.00
Summarex f1.5–85mm Ctd., New	$472.00

NOTE: Every used item has been carefully selected for performance. Many are indistinguishable from new. All are covered by Penn's 15-Day Money-Back Guarantee PLUS Penn's One-Year Service Bond.

Write For Your FREE Leica Price List

You'll be thrilled with the New, 1950 Model

KINE EXAKTA V

"The Convertible 35mm Camera"

...and here's a real "deal" to present KINE EXAKTA Owners:

If your Kine Exakta shows no appreciable signs of wear, and is in perfect operating condition PENN will accept it, less lens, in exchange for a Brand New Kine Exakta V (less lens) at a difference in cost to you of

ONLY $97.50 Subject to Our Inspection

REMEMBER . . . You retain your lens. It will fit the Model V perfectly. Just ship your camera to Penn — via Parcel Post or Express — and send us your check or money-order for $97.50. We'll do the rest.

YOU GAIN! . . . One of the most ingenious cameras available today . . . TWO cameras in one. Imagine . . . you can switch instantly from brilliant waistlevel reflex to prism eyelevel focusing. One simple movement and out comes the entire assembly . . . in goes the Penta-Prism Eyelevel Unit to become an integral part of the camera . . . giving you a compact, fast-acting camera for sports and action photos.

Internally synchronized for Speedlight (Strobe) as well as for flashbulbs, the shutter has a range of speeds from 12 seconds to 1/1000th. All lenses, extension tubes, and other accessories designed for earlier models fit the Kine Exakta V. You get a One-Year Guarantee, Import Certificate, Registration Card and Instructions.

KINE EXAKTA V With:

Zeiss Tessar f3.5 "T" Ctd.	$199.50
Schneider Xenon f2 Ctd.	$227.50
Meyer Primoplan f1.9 Ctd.	$240.00
Leather Eveready Case	$12.00
Penta-Prism Eyelevel Unit	$68.50

NOTE: The Reflex Waistlevel Finder is standard equipment. The Penta-Prism Eyelevel Unit is furnished as an accessory only. If you have other equipment to trade, why not let us give you our estimate?

...and here are more PENN USED "Equal-to-New" Specials

... picked for appearance and performance ... and offered with a 15-Day Money-Back Guarantee and protected by a One-Year Service Bond.

GOLDE SLIDE PROJECTORS

300-watt fan cooled. Nu-Manumatic. For 2 x 2 35mm slides. With case. New list $64.48. SPECIAL $44.50

REFLEX For 2¼ x 2¼ slides, with case. New List, $74.98. SPECIAL $52.50

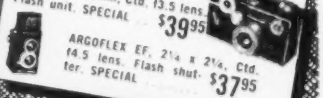
AMPRO MAGNETIC TAPE RECORDER

New List, $94.50

A complete portable recording and playback unit. Simple to operate. Record your voice ... your favorite radio program ... enliven your home movies. A full hour program without interruption. Tape may be used again and again.

SPECIAL $69.50

ARGUS CAMERAS



ARGUS C3–35mm, Ctd. f3.5 lens. Flash unit. SPECIAL $39.95

ARGOFLEX EF, 2¼ x 2¼, Ctd. f4.5 lens. Flash shutter. SPECIAL $37.95

DeJUR VERSATILE II ENLARGER

For negatives to 2¼ x 3¼ inches. Double condenser system. Ctd. f4.5 lens. New list, $99.00. SPECIAL $69.50

OMEGA D2 ENLARGER

For negatives to 4 x 5 inches. Double condenser system. New list, $196.58. SPECIAL $139.50

DeJUR 750 8mm MOVIE PROJECTOR

Ctd. f1.6 lens. Case. New list, $139.50. SPECIAL $94.50

Penn Camera

126 WEST 32nd STREET
NEW YORK 1, N. Y.
Telephone: LOngacre 4-2230

Use This Coupon For Ordering From This And The Opposite Page

PENN CAMERA Dept. P-7
126 W. 32nd St., New York 1, N. Y.

Please send me the following .....

Send FREE Bulletins .....
NAME .....
ADDRESS .....
CITY ..... ZONE ..... STATE .....
☐ Check ☐ Money Order ☐ C.O.D.*

NOTE: All prices include Federal Excise Tax. Please add estimated shipping charges.
*10% Deposit Must Accompany C.O.D. Orders

READ THIS AND SAVE UP TO 60%

All Our Equipment Is Fully Guaranteed!
Send Remittance with Order—We Pay Postage!!

MINIATURE CAMERAS

Kodak 35, 3.5, Self-timer, Like New, Case	$ 29.50
Perfex 55, 2.8, L. New, $32.50; with Coated 2.8	36.50
Perfex Deluxe, coated 2.8, Synchro, Like New	42.50
Retina I, Chrome, Xenar 3.5, Compur, Like New	45.00
Retina I, Chrome, ctd. Ektar 3.5, Comp., L. New	49.50
Praktiflex II, Chrome, T-ctd. Tessar 3.5, New	65.00
Dollina II, cpld. RF., Tessar 2.8, L. New, Case	69.50
Robot II, Chrome, Xenar 2.8, Like New, Case	85.00
Minox Spy Camera, 3.5, Like New, Case	89.50
Agfa Karat 36, ctd. Xenon F:2, Comp. Rapid, New	109.50
Clarus, ctd. F:2, case and ctd. Woll. 3.5, 101 MM telephoto, L. New	125.00
Retina II, SW, ctd. Ektar F:2, L.N., $109.50; New	125.00
Retina II B, ctd. Xenon F:2, Synchro, New	135.00

FROM OUR LEICA DEPARTMENT

Leica A, Elmar 3.5, Like New	$ 39.50
Leica G, coated Elmar 3.5, Like New	135.00
Leica G, Summitar F:2 or Angenieux 1.8, L. New	175.00
Leica III C, coated Elmar 3.5, Like New	155.00
Leica III C, Summitar F:2 or Angenieux 1.8, L.N.	195.00
Leica III C, coated Summitar F:2, Like New	215.00
Leica III C, coated Xenon 1.5, Like New	225.00
Angenieux 1.8, 5 cm, coupled, Like New	65.00
Xenon 1.5, 5 cm, coated, chrome, cpld., L. New	119.50
Elmar F:4, 90 mm, coated, coupled, Like New	89.50
Leitz-Wollensak 4.5, 127 mm, ctd., cpld., L. New	85.00
Schneider Fernobj. F:5, 600 mm, coated, L. New	275.00
Leitz Vidom Chrome Universal Finder, Like New	24.50
Leitz Imarect Universal Finder, Like New	39.50
Nooky-Hesum Focuser f. Summar, Summitar, L.N.	45.00
Leitz All-Metal Film Cassettes, Like New ...ea.	3.75

CONTAX AND CONTAFLEX SPECIALS

Contax II, Sonnar F:2, Like New, Case	$155.00
Contax II, T-ctd. Sonnar F:2, Like New, Case	175.00
Contax II, T-ctd. Sonnar 1.5, Like New, Case	215.00
Contax III, Sonnar F:2, Like New, Case	175.00
Contax III, T-ctd. Sonnar F:2, Like New, Case	195.00
Contax III, T-ctd. Sonnar 1.5, Like New, Case	235.00
Zeiss Orthometar 4.5, 35 mm, Chrome, Like New	89.50
Zeiss Biotar F:2, 4 cm, Chrome, Like New	109.50
Zeiss Biogon 2.8, 35 mm, Chrome, New, with cup	135.00
Zeiss Triotar F:4, 85 mm, Chrome, Like New	79.50
Zeiss Sonnar F:4, 135 mm, Chrome, Like New	125.00
Zeiss Rec. Univ. Finder, L. New, $39.50; New	55.00
Compartment Case for Contax and accessories	17.50
Zeiss Sonnar F:4, 135 mm, for Contaflex, L. New	125.00

HIGHEST CASH PRICE OR LIBERAL TRADE-IN ALLOWANCE
For Your Used Camera, Lenses and Equipment
WRITE FOR FREE ESTIMATE!!!

REFLEX CAMERAS

National Graflex, B&L Tessar 3.5, Like New	$ 39.50
Kodak Reflex I, coated 3.5, Like New, Case	65.00
Ciroflex C, L. New, $69.50; with Solenoid, Case	79.50
Korelle Reflex III, Chr., Tess. 2.8, L. New, Case	110.00
Auto-Rolleiflex, Xen. 3.5, L.N. Case	129.50
Auto-Rollei Synchro, ctd. Xenar 3.5, Like New	175.00
Auto-Rollei Synchro, ctd. Tessar 3.5, Like New	198.00
Auto-Rollei Synchro, ctd. Tessar 2.8, Like New	239.50

ROLL FILM, PRESS CAMERAS

Agfa Isolette 2¼x2¼, 4.5, Compur Rapid, New	$ 29.50
Agfa Billy 120, 2¼x3¼, 4.5, Compur, Like New	29.50
Bessa 120, 4.5, Prontor, Self-timer, Like New	29.50
Kodak Duo 620, 3.5, Compur Rapid, L. New, Case	35.00
Ikonta C, 120, 4.5, Synchro, Self-timer, New	37.50
Bessa 120, Skopar 4.5, Compur, Like New	37.50
Vigilant 616, 4.5, Kodamatic, Like New	39.50
Ansco Titan 2¼x2¼, ctd. 4.5, Synchro, Like New	45.00
Rexomar 2¼x3¼, 4.5, cpld. rangef., Like New	49.50
Primar 2¼x3¼, ctd. 4.5, KRF., Flashgun, L.N.	49.50
Ideal 9x12 cm, 4.5, Compur, L. New	49.50
Polaroid Land Camera, Synchro, Like New	59.50
Duo II, cpld. RF., 3.5, Comp. Rap., L. New, Case	59.50
Super Ikonta C, Tessar 4.5, Like New, Case	65.00
Super Ikonta C, Tessar 3.8, Like New, Case	75.00

PROJECTORS, LENSES, MISC.

Revere 90 Proj., 8 mm, 750 W., W.A. Att., Case	$ 99.50
Revere 16 mm Proj., 750 W., Like New, Case	89.50
De Vry RS, 16 mm Sound Proj., Like New, Compl.	145.00
Taylor-Hobson 4.5, 4", C Mount, Like New	39.50
Kodak 4.5, 4½", Chrome, Kodak Mount, Like New	39.50
Wollensak coated 1.5, 2", C Mount, Like New	45.00
Wollensak ctd. Enl. Velost. 4.5, 50 mm, L. New	22.50
Ektar 4.5, 101 mm, ctd., Flash Supermatic, L.N.	39.50
Morton Magni-Far 57 mm, for Reflex Cameras, L.N.	39.50
B&L Tessar 4.5, 6⅝", BD., Like New	29.50
Goerz Dogmar 4.5, 165 mm, ctd., Compound, L.N.	65.00
Tessar 3.5, 5 cm, for Kine Exacta, Like New	22.50
Triopian 4.5, 12 cm, for Kine Exacta, Like New	65.00
Tele-Tessar 6.3, 12 cm, f. Kine Exacta, Like New	65.00
Triotar F:4, 135 mm, T-ctd., f. Kine Ex., L. New	75.00
Tele-Tessar 6.3, 25 cm, for Kine Exacta, L. New	125.00
Kalart Range Finder for Press Cameras, L. New	22.50
Zeiss Binoculars Deltrentis 8x30, Like New	59.50
Leitz Binoculars Binuxit 8x30, Like New	59.50
Leitz Binoculars Marept 7x50, coated, Like New	95.00

ACE CAMERA EXCHANGE
136 East 58th Street New York L-22, New York

NOTES ON THE PICTURE SECTION

PAGE 62

Introducing the picture section this month is Muky's appealing shot of a girl blowing petals from a flower. Taken in the photographer's studio, the picture was made with an 8x10 Ansco view camera fitted with a 5x7 back and equipped with a 12-in. Gundlach $f/6.3$ lens. Exposure, on Kodak Super Panchro-Press Type B film, was 1/100 second at $f/11$. To light the setting, Muky employed an electronic flash unit.

PAGE 63

Andre de Dienes' eye-catching photograph of a lovely girl plucking a water lily was made in Beverly Hills, Calif. The photographer used a 2¼x2¼ Rolleiflex, a 75-mm Zeiss Tessar $f/3.5$ lens, and a light-yellow filter. Exposure was 1/50 second at $f/11$ on Ansco Superpan Press film. Beautiful Linda Christian modeled for de Dienes.

PAGE 64

Junior Airman was taken by a *Milwaukee Journal* staff photographer. The editors of POPULAR PHOTOGRAPHY have tried to learn the name of the cameraman, but so far have been unsuccessful. We hope that anyone able to provide the information will let us know so that the photographer can be credited in the next issue.

PAGE 65

Hammock Time, the work of Tana Hoban of Philadelphia, was taken with a 3¼x4¼ press-type camera, equipped with a Cooke anastigmat lens. Exposure, on Kodak Super Panchro-Press Type B film, was 1/50 second at $f/16$.

PAGE 66

Eliot Elisofon's excellent photograph of a shrimp fishing scene was made in the West Indies. The camera used was a Model T Linhof. This picture is reproduced in POPULAR PHOTOGRAPHY through the courtesy of *Life*, © Time Inc.

PAGE 67

Beyond the Law was made by Ed Clarity for the *New York Daily News*. The photographer snapped this humorous shot in New York City. His camera was a 4x5 Speed Graphic equipped with a 5¼-in. Zeiss Tessar $f/4.5$ lens. Exposure, on orthochromatic film, was 1/400 second at $f/16$. The little girls trying to beat the heat and the law are Nancy Grenachan and Rosanne Clarity.

PAGE 68

Joseph Foldes' backlighted shot of a pair of ducklings was made at Bohemia, Long Island. The camera used was a 2¼x2¼ Rolleicord equipped with a 75-mm Zeiss Triotar $f/3.5$ lens. Exposure, on Kodak Super-XX film, was 1/100 second at $f/8$. Foldes employed a piece of white cardboard to reflect light on the ducklings and a supplementary slip-on lens to make the shot a close-up.

PAGE 69

Four Models in White was made by Fred G. Korth at the Chicago Zoological Park in Brookfield, Ill. The photographer used a 5x7 Deardorff view camera equipped with a 210-mm Symmar $f/6.8$ lens. Exposure, on Ansco Superpan Portrait film, was 1/25 second at $f/22$. Korth writes that only a 2½x3½-inch section of his negative was used in making the print. There was a fifth bear to the left of the others on the negative, but it was not included in Korth's enlargement—in order to aid composition.

PAGE 70

Roger Wyckoff's shot of an outdoor refreshment stand was made in a New York City public park. The camera used was a 2¼x3¼ Kodak Medalist II equipped with a 100-mm Kodak Ektar $f/3.5$ lens. Exposure was 1/100 second at $f/11$. The film Wyckoff used was Kodak Super-XX.

PAGE 71

Ruth Orkin's shot of a young couple enjoying a summer holiday was snapped at Brighton Beach in Brooklyn. Used to make the picture were a 35-mm Contax II camera and a 50-mm Sonnar $f/1.5$ lens. Exposure was 1/25 second at $f/5.6$ on Kodak Super-XX film.

PAGE 72

Midnight Reflections, by Lionel Norman Keen of Brisbane, Australia, was made with a 4x5 Speed Graphic equipped with a 6⅜-in. Kodak anastigmat $f/4.5$ lens. The film used was Kodak Super-XX. Keen writes, "Night after night for years I have driven past this bridge, always saying to myself that I must photograph it. When I finally decided to make the shot, everything went against me for months." Keen's long wait before taking this picture, a prize-winning entry in the 1948 POPULAR PHOTOGRAPHY Picture Contest, hinged on his wanting to shoot only when there was a full moon and when the water was calm.

PAGE 73

Peter Basch of New York City made his after-dark shot of a lighted fountain display in Paris. He used a 2¼x2¼ Rolleiflex and a 75-mm Schneider Xenar lens on Kodak Super-XX film. Exposure was 1/25 second at $f/3.5$.

PAGE 74

The shot of a man paddling a canoe was made along the Gasconade River in Missouri's Ozark region by Gerald R. Massie. The photographic equipment used consisted of a 3¼x4¼ Speed Graphic, a 127-mm Ektar $f/4.7$ lens, and an orange filter. Exposure, on Kodak Super-XX film, was 1/100 second at $f/16$. Bill Montgomery, the photographer's assistant, posed for this afternoon shot.

PAGE 75

Pastoral Study, by Raymond Caron, was made on the grounds of the Hermitage Club in the Canadian province of Quebec. The camera used for this prize-winner in the 1948 contest was a 9x12-cm Linhof equipped with a 150-mm Zeiss Tessar $f/4.5$ lens. Exposure was 1/100 second at $f/11$ on Ansco Isopan film. Caron also used a medium-yellow filter to produce tone in the sky area and also to record the small clouds. The pretty model is Marjorie Wiggs.

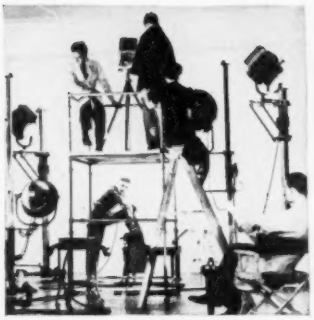
USES TRAILER AS DARKROOM

Rie Gaddis, commercial photographer of Chicago, used the kitchenette of a trailer coach as a darkroom on a recent publicity-photography trip through Florida. She covered 4,000

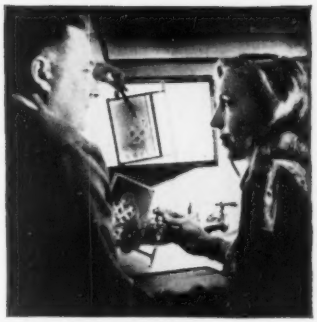
Rie Gaddis is shown making an enlargement in her trailer coach darkroom on a recent Florida trip.

miles and photographed scores of trailer coach parks and residents. The trip was sponsored by the Trailer Coach Manufacturers Association.

No expense has been spared to give students the finest possible equipment—the kind you'll want to use when you graduate. Student and instructor above working with professional enlarger.



Large studios, high ceilings provide every possible shooting angle. All the light you need—from 5000 watt floods to miniature spots, together with the finest cameras and lens equipment.



Student-teacher discussion about negative quality in air-conditioned dark room. Every detail of picture making from meter reading to finished print so graphically taught you'll remember it always.

It costs no more to choose the Finest School of Photography

Air conditioned portrait studio in Park Avenue branch. Top flight instructors teach and coach students in latest methods and techniques. High key pictures, low key pictures, ring lighting, solarizing and many other phases of creative photography clearly taught in lecture and practice.

The world's largest print laboratory, fully air-conditioned, at Park Avenue branch. Banks of enlargers for students spaced far enough apart for easy working and complete control of every step in print making. Here is every facility for making prints of high professional quality.

THESE PICTURES give you some idea of the many exclusive advantages you'll enjoy as a student of SMP, America's finest school of photography.

In either day or evening classes, you'll get personalized instruction from the "big names" in your choice of specialties, including portraiture, commercial photography, color photography, advanced color printing, and photographic art techniques (including air brush).

You'll work in spacious classrooms and workrooms, and learn to use all the most modern equipment available to professional photographers today.

And—most important—you'll pay no more (and in some cases *less*) for these priceless advantages than you would in enrolling at any ordinary photography school.

You can start any time. So don't wait. Write or phone for supervised inspection trip of SMP facilities. Or send coupon for full information. Fully accredited under G.I. Bill of Rights. Extended payments if desired.

The Open Door to Success! When you cross the threshold of SMP's classrooms, you meet the finest staff of teachers, you see the most complete and modern facilities, and you'll study examples of the most successful graduates. Complete study programs, day or evening, with surprisingly modest tuition fees. Weekly or monthly payments, if desired. **We'll welcome you for a visit through the school, or write for outline of courses to H. P. Sidel, Director, Dept. P-750, The School of Modern Photography, 136 East 57th Street, New York 22, N. Y.**

Name _____

Address _____

City _____ State _____

If veteran check here [ ]

The School of Modern Photography

136 EAST 57th STREET, NEW YORK 22, N. Y.

POPULAR
PHOTOGRAPHY

$25,000.00*

HURRY-
LAST CALL!

Get those prize-winning pictures in right away. Every one of your entries has a chance for one of the big 280 Savings Bond awards—the many trophies—the plaques—the certificates. Enter today. Use the official entry blank on the adjoining page. Final closing date is July 15, 1950. Prize-winners will be announced in the December 1950 issue. Grand opening exhibition of prize-winning pictures to be held in New York City. Traveling exhibits for international showings in principal cities of the world.

HERE ARE THE RULES

(1) The Contest is open to all persons, except employees of POPULAR PHOTOGRAPHY, Ziff-Davis Publishing Company, and their families. CONTEST OPENS MARCH 10 AND CLOSES JULY 15, 1950. No entry fee is required.

(2) There will be a Black-and-White Division and a Color Division; each will be judged separately. Any number of black-and-white prints, color prints, or color transparencies may be submitted by any entrant, in conformity with the following regulations: Color prints and (or transparencies must be submitted separately from black-and-white entries. There are no restrictions as to subject matter or size, in either Division, although 5x7 or larger prints are preferred. No acknowledgment of receipt of entries will be sent, unless entrants enclose an addressed postal card to be signed and returned.

(3) Prints may be either mounted or unmounted; this is optional with entrants.

(4) Hand-colored black-and-white prints (tinted with oil-paints, water-color, pastel, etc.) are not eligible as Contest entries; however, chemically-toned prints are acceptable.

(5) Pictures which have been published in, or accepted for publication or under consideration by any other photographic magazine, are not eligible. Publication in any other medium does not make prints or color transparencies ineligible.

(6) Each print or transparency must have secured to it a filled-in entry blank as provided here, or facsimile thereof. Please print or type-write the information requested on the blank. Additional entry blanks are obtainable from photo dealers and finishers, or direct from the Contest Editor of POPULAR PHOTOGRAPHY if request is accompanied by a self-addressed and stamped envelope.

(7) All prints and transparencies will be held for judging after July 15, 1950, and no entries will be returned until after announcement of the winners has been published in the December, 1950 issue of POPULAR PHOTOGRAPHY. Pictures which did not win prizes will then be returned as quickly as possible, provided that self-addressed and stamped envelope, or addressed label and postage, were contained in the same package in which each lot of entries was sent. Do not send postage separately for return. The Contest Editor cannot enter into correspondence of any kind regarding entries.

(8) Prize-winning prints and transparencies, including all reproduction and promotional rights, become the exclusive property of POPULAR PHOTOGRAPHY. All entrants who win prizes will be required to furnish original negatives before prizes are given. All prize-winning negatives become the exclusive property of POPULAR PHOTOGRAPHY.

(9) Judges in the Contest will be the editors of POPULAR PHOTOGRAPHY. Their decisions will be final. In the event of a tie, duplicate prizes will be awarded.

(10) Address all entries to Contest Editor, POPULAR PHOTOGRAPHY, 185 North Wabash Avenue, Chicago 1, Illinois. Final entries must be postmarked not later than midnight of July 15, 1950. Prize-winners will be announced in the December, 1950 issue of POPULAR PHOTOGRAPHY.

(11) While exercising the utmost care in handling entries, POPULAR PHOTOGRAPHY assumes no responsibility for loss or damage of Contest entries.

(12) Prizes will be United States Savings Bonds, Series E. Values of prizes listed are maturity values of the Bonds. Prize-winners who are not United States citizens will receive, in lieu of Bonds, a check in the amount of the purchase price of the Bond award.

FINAL CLOSING DATE JULY 15, 1950

PICTURE CONTEST

* In United States Savings Bonds (Series E) plus Trophies and Certificates of Award

HERE ARE THE PRIZES

280 PRIZES

Black-and-White		Color		Total
1st U. S. Savings Bond plus Trophy	$2,000	1st U. S. Savings Bond plus Trophy	$2,000	$ 4,000
2nd U. S. Savings Bond plus Trophy	1,000	2nd U. S. Savings Bond plus Trophy	1,000	2,000
3rd U. S. Savings Bond plus Trophy	750	3rd U. S. Savings Bond plus Trophy	750	1,500
4th U. S. Savings Bond plus Plaque	500	4th U. S. Savings Bond plus Plaque	500	1,000
5th U. S. Savings Bond plus Plaque	250	5th U. S. Savings Bond plus Plaque	250	500
50 Prizes, U. S. Savings Bonds, each	100	50 Prizes, U. S. Savings Bonds, each	100	10,000
70 Prizes, U. S. Savings Bonds, each	50			3,500
100 Prizes, U. S. Savings Bonds, each	25			2,500
				$25,000

* In the event of a tie, duplicate prizes will be awarded.

HERE IS YOUR ENTRY BLANK

* Values given are maturity values of the bonds. Bonds will be delivered in denominations requested by prize winners. Each prize will be accompanied by a certificate of award suitable for framing. This certificate is printed on fine parchment stock and will bear the hand-lettered name of the winner.

USE THIS ENTRY BLANK.—Each one of your entries must be accompanied by a filled-in entry blank provided here, or a facsimile of it. Your photo dealer or your finisher has additional blanks on hand should you need them; or you can obtain entry blanks from the Contest Editor of POPULAR PHOTOGRAPHY. Your request for more blanks should be accompanied by a self-addressed stamped envelope.

USE THIS ENTRY BLANK (PLEASE PRINT) 1950

Contest Editor, POPULAR PHOTOGRAPHY
185 N. Wabash Ave., Chicago 1, Ill.

Please enter the enclosed picture in the POPULAR PHOTOGRAPHY Picture Contest for 1950.

Name.....

Street.....

Town.....Zone.....State.....

Picture Title.....

Where Made.....

Camera Used.....Lens.....

Exposure: Lens stop.....Shutter Speed.....

Film Used.....Filter.....

Lighting.....Paper.....

Published before in.....

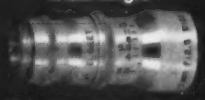
If you own a movie camera . . . you can't afford to be without a matched set of

Elgeet LENSES

Your movie camera is an excellent investment, but you won't be getting full return unless you make maximum use of it. That is why you need a matched set of ELGEET lenses —a telephoto for distant action, intimate close-ups—a wide-angle to get the whole scene without "chopped-off" heads. Low in price, high in quality, there is an ELGEET Lens for your every requirement. Your dealer stocks them for you. See him today!

FOR 8MM CAMERAS

Wide-Angle



7mm f:2.5 wide-angle lens. Shortest focal length true wide-angle lens for 8MM cameras. LIST PRICE $41.40, tax incl.

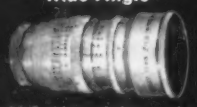
Telephoto

38mm f:3.5 fixed focus Cine-Tel* telephoto lens, providing 3 × magnification for 8MM cameras. LIST PRICE $31.30, tax incl.

*Registered

FOR 16MM CAMERAS

Wide-Angle



13mm f:1.5 wide-angle lens . . . the shortest and fastest true wide-angle lens in the world for 16MM cameras. LIST PRICE $88.95, tax incl.

Telephoto

75mm (3") f:2.9 focusing Cine-Tel* telephoto lens, providing 3 × magnification for 16MM cameras. LIST PRICE $64.30, tax incl. *Registered

All ELGEET lenses are fully color-corrected and hard-coated with "Elcote"—your guarantee of quality pictures.

Elgeet OPTICAL CO., INC.

67 ATLANTIC AVENUE, ROCHESTER, N. Y.

Precision Optical Products

Where Quality is Important . . . ELGEET LEADS

Flash in the Sun

(*Continued from page* 61)

we had just read 516 from its scale, we see that the proper exposure will be 1/50 second at f/32. An extension is a handy thing, and we have brought one along. We hook it up, and are ready to shoot. You hold the flash reflector back there a little over 13 feet from our subject, and I'll trip the synchro-shutter on the camera to make the exposure. Move the reflector to one side a bit—we don't want to cast a shadow of the camera on our model.

Here is where the pencil and notebook come into use. Jot down the different exposure meter readings made earlier, the distance from lamp to subject, and the aperture and shutter speed. This will give you a record of just what was done. We'd better cut our little field trip short at this point, but you should make several more similar pictures in different settings and keep track of all the exposure data as you go along. When the pictures are developed you will be able to tell whether the charts work right for you. If the flash is too strong, next time move it back a bit farther than indicated. If it is too weak, move it in a bit closer. The first results will be near enough to enable you to modify the procedure as may be required to get just the results you want.

A word about those charts—they are based on my own guide numbers. You remember how guide numbers work. The procedure is to divide the manufacturer's guide number by the distance from flashbulb to subject, in feet, to determine the aperture that will give correct exposure with a given bulb and a given film. If you find that the recommended guide number gives consistent over or under exposure with your particular equipment and working methods, change it to get the effect you want. Because of variations in the efficiency of reflectors, in shutters, and in other items of equipment and technique, it must be remembered that the guide numbers and these charts based on them are intended only as a point of departure. You may find it advisable to use lower or higher numbers for a given bulb, revising the figures in the charts upward or downward, depending on your own experience. Nevertheless, results obtained by this procedure will be considerably better than you could possibly obtain by guessing, and probably will come pretty close to giving you what you want.

If you use a Weston meter, there is a system you can employ to calculate the flashbulb-to-subject distance without the aid of the charts. It can be adapted for use with other meters, too. Here is how it works.

Let's assume that you are making another picture like the first one, and have taken highlight and shadow readings that show you need 80 units of light from the flash. This time the film has an emulsion speed of Weston 64, and the fill-in will be a No. 0 flashbulb. On the sleeve in which the bulbs are packed, select the guide number that corresponds to the emulsion speed of the film you are using when the exposure is from "Time" to 1/50 second. This guide number is 250. Now choose an arbitrary distance, say ten feet, and by dividing this distance into the guide number (250) we find that stop f/25 is the correct stop for full exposure at ten feet. Set the emulsion speed on the meter at 64, which is the speed of the film we are using, and line up stop f/25 with 1/50 second, which is the approximate duration of the flashbulb. By reading opposite the arrow on the light value scale we find that there are 250 units of flash light reflected from the subject at ten feet. By using the inverse square law we can now compute the amount of light reflected when the bulb is placed at other distances.

Now don't start to worry. I am not going to get you all tangled up in the inverse square law. You won't need a slide rule or log table. Let's take another look at the dial on the exposure meter. If we count counterclockwise from the block representing 250 units of light to the block representing the value of light we need (80 units) we find that we have counted five blocks. Now locate the num-

EFFECTIVE LIGHT UNITS OF FLASHBULBS AT DIFFERENT DISTANCES

(Based on film exposure index of ASA 64)

BULB / Distance	4 ft.	6 ft.	10 ft.	14 ft.	16 ft.	20 ft.	25 ft.
No. 5	1300	500	200	100	80	50	32
No. 0	1400	650	250	130	100	65	40
No. 11	1800	800	320	160	130	80	50
No. 25*	2500	1000	400	200	160	100	65
No. 40	2500	1000	400	200	160	100	65

(Based on film exposure index of ASA 125)

BULB / Distance	4 ft.	6 ft.	10 ft.	14 ft.	16 ft.	20 ft.	25 ft.
No. 5	1800	800	320	160	130	80	50
No. 0	2500	1000	400	200	160	100	65
No. 11	3000	1300	500	250	200	130	80
No. 25*	4000	1800	650	320	250	160	100
No. 40	4000	1800	650	320	250	160	100

Note: To use these charts, first determine the number of units of flash light required to make an highlight and shadow readings with your meter and using the author's formula on page 62. Find the figure within the chart that applies for the speed of the film you are using. At the top of the column above the number you've found find the correct lamp-to-subject distance. At the far left on the same line with the number you've found the size bulb to use. In most cases several exposure combinations or flashbulb size and lamp-to-subject distance will give the required number of light units. The smallest size flashbulb usually is preferred, both for economy and because it can be used closer to the subject. You can make similar charts for use with faster or slower films.

* In efficient reflector designed for midget bulbs.

The lowest priced 35mm Rangefinder Camera on the market..

Here's the newest Ciro achievement — a small, lightweight, beautifully finished, compact 35mm Camera at $39.95 with features usually found in much higher priced cameras.

It's all metal and has among its features a coupled rangefinder and built-in flash synchronization.

Compare the Ciro 35 with other 35mm Cameras on the market. There's nothing like it at the price.

Mail orders filled.
Liberal trade-in allowance on your used camera.

THE NEW

Ciro 35

with F4.5 lens

$39.95

Eveready carrying case....**$6.50**
Ciro-Flash....**$5.85**

ALSO AVAILABLE
with F3.5 lens at....**$46.80**
with F2.8 lens at.... **98.50**

Willoughbys

WORLD'S LARGEST CAMERA STORE EXTENDING A FULL CITY BLOCK

110 West 32nd St. • 113 West 31st St. • New York 1, N.Y. • LOngacre 4-1600

Open daily from 8:30 A.M. to 6 P.M. including Saturdays. Open Thursdays 'til 8:30.

Save FILM *Save* TIME *Save* TROUBLE *Save* SPACE

USE ROLL FILM in your PRESS CAMERA

NEW FOR 4x5 PRESS CAMERAS

Two Models Now
4x5 or 2¼x3¼
Soon! For 3¼x4¼ Cameras

Precision Made Guaranteed

Adapt-a-Roll 620

The only Roll Film Adapter that fits any standard make or model press camera with spring back and the ONLY adapter that makes both 2¼x2¼ or 2¼x3¼ exposures on 620 roll film.

• Slides in and out of camera like cut film holder • Daylight film loading—just like roll film camera • Can be used interchangeably with cut film holders or film pack adapters. • Does not interfere with ground glass focusing and composing • Use any type 620 film, color or black and white. • Visual and audible exposure counter—in darkness just count the clicks to set up your next picture • Lightweight—small size—allows normal camera operation • SAVE 50% or more on all film costs! • Pays for itself in savings on color film alone.

No special camera back required

$29.95 for either size

AVAILABLE AT BETTER DEALERS
...If your dealer can't supply you send the coupon at right today!

For 2¼x3¼ cameras

MAR-BAR, INC. P-6
205 S. Beverly Drive, Beverly Hills, Calif.

Gentlemen: I am interested in the Adapt-a-Roll 620 for my press camera. Please send information (and name of nearest dealer) immediately.

Name _____
Address _____
City _____ Zone _____ State _____
My camera is _____
(Important: specify make, model and size of camera)

BAJA THE FINEST IN SLIDE FILE CASES

U-500
$12

Holds 500 2x2 glass slides or 1500 readymounts, in molded units. Two-tone covered case.

U-300
$10.30

Interchangeable Unifile molded drawers fit All BAJA slide library cabinets and combination projector cases. Holds 300 slides. Ask your favorite dealer.

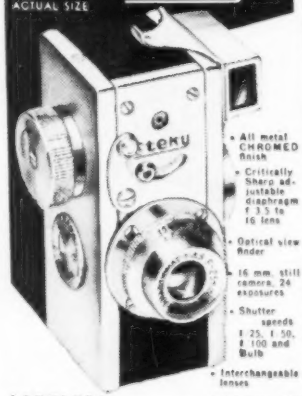
BARNETT BLOOM JAFFE
637 Arch St., Phila. 6, Pa., U.S.A.

MOST ECONOMICAL CAMERA FOR GETTING EXCELLENT COLOR PICTURES

Easily carried everywhere because of its pocket-size—and simple to use—STEKY II is always ready for action.

The SteKy II

ACTUAL SIZE



• All metal CHROMED finish
• Critically Sharp adjustable diaphragm f 3.5 to 16 lens
• Optical view finder
• 16 mm. still camera, 24 exposures
• Shutter speeds 1/25, 1/50, 1/100 and Bulb
• Interchangeable lenses
• Automatic film exposure counter

COMPLETE WITH leather case, yellow filter, metal lens cap, packed in wooden box—price $19.95 tax included.

Amateurs and professionals will find this camera extremely practical. STEKY II's versatility has been proved in ground, aerial and for television screen pictures. Accessories available are interchangeable lenses, telephoto, wide angle, complete filter kit and sunshade, developing tanks, viewers.

At your dealers or write to: WILMOT SALES CORP. Special Offer! Send 10c for a complete 40-page guide booklet on "How and Where to Photo New York."

WILMOT SALES CORP.
151 West 28th St., New York 1, N. Y.

ber 10 on the *f* stop scale and count the same number of blocks (also counterclockwise). The square reads 18. The figure 18 represents, in this case, the number of feet from subject we must place a No. 0 flashbulb to obtain 80 units of light.

This gives you a guide to work by, but it is important to remember that you may have to modify it to get just the result you want with your own particular equipment and your method of working. The answers will seldom come out even, as these examples have, and of course you will want to round them off to the nearest full stop. This will have little effect in black-and-white, but for color every precaution should be taken to insure against error. When the number representing the value of light needed falls between squares on the chart, or marked values on the meter scale, then it will be necessary to use an intermediate distance for placing the flashbulb.

Thus far we have only hinted at the many possible effects in sunlight-flash photography. The balance between flash and daylight determines the relationship between subject and background, assuming that only the subject is lighted by the flash, and this factor is important when you want to capture cloud effects or sunsets without filters. Under normal conditions, if you expose for the sky your subject will receive insufficient exposure and will appear dark or in silhouette. Light the subject by flash, however, and you can bring both subject and sky within the contrast range of the film. For sunsets, balance the light on your foreground subject to equal the reading obtained by pointing the meter directly at the sunset. This will give equal brilliance—to make the subject lighter, move the lamp closer; to make the subject darker, move it farther away.

You don't have to wait until next vacation to try sunlight-flash pictures. These formulas will work any time, anywhere. Frame your subject in the doorway or against a window—you don't even have to go outdoors. Use the meter reading of the light coming from outside as your highlight reading, and employ a flashbulb to fill in the shadow side just as you would outdoors. Just one word of caution—be careful of reflections from windows and be sure that the bulb is placed at an angle which will avoid them. It's always open season for flash. Learn to use it well and it will bring within your range a lot of pictures that would be impossible without it.—

INDUSTRIAL LENSMEN ELECT

Newly elected officers of the Industrial Photographers Association of America have been installed, as follows: Vincent T. Stack of Allen B. Dumont Laboratories, president; Walter Carlock of Botany Mills, Inc., vice-president; Ted Czarda of Johns-Manville Corp., treasurer; Nicholas Di Vincenzo of Union Carbide and Carbon Co., secretary. Information about the group can be had by writing to the retiring president, Les Hodax, 14 Evelyn Place, Bloomfield, N. J. All qualified industrial photographers are eligible to become members of the organization.—

Twin Leadership

IN TWIN-LENS CAMERAS

The two versatile ROLLEIS rightly share the leadership in the field of precision cameras. The Rolleiflex, with its automatic features, open frame sports finder, and choice of f:2.8 or f:3.5 lenses, is the aspiration of every camera fan. The Rolleicord provides equal precision for those with budget limitations. Both offer new features including flash synchronized Compur Rapid Shutters and the world-famous Schneider or Zeiss lenses. Order through your photo dealer, or write for literature.

Burleigh Brooks Co.

10 West 46th Street · New York 19, N. Y.

WESTERN STATES — **PONDER & BEST Inc.,** 1230 So. Grand Ave., Los Angeles 15, Cal.

VERY LATEST MODEL

LEICA IIIC with Ctd. F2 Summitar Lens, Case, Lenscap.

SPECIAL (used) **$219.00**

New Improved Contax Back Again!! After Nine Long Years

New Contax 11A, F2 T Ctd. Sonnar Lens and Case **$397.00**

w/F1.5 T Ctd. Sonnar Lens and Case **$472.00**

NEW CONTAX S 35mm REFLEX F2 T Ctd. Biotar Lens **$475.00**

Case **$17.50**

YOU SAVE $79.63

Latest Model Kodak Retina 11B w/F2 Xenon Ctd. Lens, with Built-In Synchro Compur Rapid Shutter, Cpld. Rfdr.

REG. $197.63 YOUR COST **$118.00** used

Carrying Case **$9.50**

35mm ANSCO COLOR RELOADS

Factory Fresh Guaranteed

20 Exp. **5 for $4.90**

36 Exp. **3 for 4.90**

25 Ft. Bulk **5.75**

100 Ft. Bulk **19.75**

ANSCO COLOR PROCESSING 20 Exp. Roll, incl. Mounting 2 for $1.75

Exp. Date: One year from date of purchase

YOU SAVE $25.55!!

New Argoflex EF Outfit!!

ARGOFLEX EF CAMERA (56.95) All metal body, case, Flashgun, Shade, $7.25 worth of filters, all metal Tripod and Panhead, 12 Flash bulbs, 3 Pan Film, 2 Color Films, processed Free.

REGULAR $83.00

YOUR COST AT MINIFILM **$67.95**

NEW IMPROVED Auto Rolleiflex 111

with flash Synchro Compur Rapid Shutter! OPEN FRAME SPORTS FINDER

with F3.5 T Ctd. Tessar Lens **$260.00**

with F3.5 Ctd. Xenar Lens **220.00**

with F2.8 T Ctd. Tessar **310.00**

New Improved Click open case **15.00**

Minifilm will Trade-In your old Rolleiflex for a NEW 1950 MODEL 11B

with F3.5 T Ctd. Tessar **$79.00**

with F2.8 T Ctd. Tessar **144.00**

BOLSEY TREASURE CHEST!!

. . . Is Your Pleasure Chest! New Bolsey B2 Camera, 35mm F3.2 ctd. lens, E.R. Case, Flashgun, Shade and Filter Kit, Adapter and Cable Release. Complete! NEW Only **$94.60!!**

YOU SAVE $64.00

COMPLETE KINE EXACTA II OUTFIT!! Latest Brand New 35mm Kine Exacta II Reflex Camera w/F3.5 T CTD. Tessar lens, bayonet extension tube set, focusing Hood, Case.

Reg. $203.00 SPECIAL PRICE **$139.50**

KINE EXAKTA II OUTFIT w/ F2 T CTD. Biotar Lens **$179.50**

SAVE $39.08 35mm Clarus Outfit!!

B.N. 35mm Clarus cpld. rfdr. F2.8 ctd. Woll. Lens carrying case, Flashgun, 6 rolls 35mm Film, 3 rolls 35mm color film with processing, sunshade, 3 filters. REGULAR **$158.58**

SPECIAL PRICE **$119.50**

SAVE $110.00!! MINOX SPY CAMERA!!!

FINEST of the MINIATURES

With F3.5 lens in focusing mount, built-in yellow filter, shutter speeds from 1 second to 1/1000 sec. and Time. Same as used by FBI!!!

When New $197.50

Your Cost at Minifilm **$87.50**

VALUE BEGINS

ONLY MINIFILM offers you these distinct price quotations! Highest Trade-in allowances! Lowest selling prices! Examine our current Brand New Offerings and superb Like New Equipment, which is available to you for outright purchase or on a Trade-In basis, and for your complete guidance, our convenient Trade-In Allowance listings.

1—Locate the trade-in allowance price of your present equipment, in column three.

2—Select that Brand New or Used Camera, or equipment, you desire in column one or two.

3—Deduct the trade-in allowance price from the Brand New or Used Price.

4—Then rush us your equipment plus your remittance, or C.O.D. instructions for the balance due. MINIFILM will immediately forward the equipment you desire!—Of course your selection is insured, because our 10-day FREE trial period, full refund terms, one year full guarantee, is always in effect at MINIFILM!

	NEW	USED	TRADE-IN Allowance
LEICA CAMERAS			
LEICA STANDARD, F3.5 Elmar		59.00	35.00
LEICA II, Cpld, F3.5 Elmar ctd. cc		84.00	50.00
LEICA IIIA, F3.5 Elmar, cc		112.00	80.00
LEICA IIIA, F2 Summar ctd. cc		129.50	100.00
LEICA IIIC, F3.5 Elmar ctd. cc	280.00	159.00	125.00
LEICA IIIC, F2 Summitar ctd. cc	385.00	219.00	190.00
LEICA IIIC, F1.5 ctd. Sonnar, cc		255.00	200.00
LEICA IIIC, F1.5 ctd. Summarit	472.50		240.00
LEICA CONTAX LENSES & ACCESSORIES			
LEICA MANUAL LATEST	4.50		
LEITZ POLAROID FILTER	32.95	22.00	15.00
FOCASLIDE COPYING ATTACH.	45.88	35.50	23.00
LEITZ VIDOM FINDER		24.50	16.00
LEITZ IMAGE ERECTING FINDER	77.00	39.50	28.00
LEITZ NOOKY ATTACH.	70.10	45.00	30.00
LEITZ LEICA MOTOR		49.00	30.00
LEITZ with Synchro	63.00	49.00	25.00
JEW LEICA FLASH	32.50	23.75	15.00
NEW LEITZ 2 x 2 Bindomat	18.00		
GEN. LEICA EVEREADY CASE	12.30	6.95	
SPEED O COPY for Leica or Contax	38.50	28.50	18.00
35mm F3.5 W.A. Elmar ctd.	123.20	84.00	60.00
35mm F3.5 W.A. Elmar		74.00	55.00
35mm F3.5 W.A. Summaron ctd.	123.20	105.00	75.00
50mm F3.5 Elmar Lens		35.00	20.00
50mm F3.5 Elmar Ctd. lens	84.00	49.00	30.00
5cm F1.5 Leitz Summarit ctd.	280.00		
50mm F1.5 Xenon	265.00	105.00	70.00
73mm F1.9 Hektor lens Tele		94.00	75.00
65mm Summarex F1.9 ctd.	472.00	345.00	225.00
90mm F4 Elmar Tele lens		79.00	60.00
135mm Hektor F4.5 Tele		93.00	65.00
90mm F4 Elmar Tele ctd. lens	155.00	98.00	70.00
135mm Hektor F4.5 ctd. Tele	236.60	109.00	80.00
28mm Zeiss Tessar F8 W.A.		79.00	55.00
35mm Zeiss Biogon F2.8 W.A.	234.00	144.00	100.00
85mm Zeiss Sonnar F2		189.00	145.00
85mm Zeiss Tritar F4		84.00	50.00
135mm Zeiss Sonnar F4		129.00	90.00
MINICAMS AT MINIFILM			
UNIVEX MERCURY I, F3.5, cc		14.50	8.00
MERCURY II, F2.7 ctd. cc		34.50	18.00
AGFA KARAT II, Rfdr. F2.8 Xenar		49.00	30.00
ARGUS A2 F4.5 ctd. cc	29.50	16.50	10.00
ARGUS C3, F3.5 ctd. Flash cc	59.95	37.50	27.50
ARGUS 21, F3.5 Ctd.	60.25	32.50	20.00

	NEW	USED	TRADE-IN Allowance
PERFEX 101, Rfdr. F4.5 ctd.	24.50	18.00	12.00
PERFEX 102, Rfdr. F3.5 ctd.	29.95	22.50	16.00
PERFEX 55 Rfdr. F2.8 lens		34.50	20.00
PERFEX DELUXE, F2.8 ctd.	78.00	44.00	25.00
BOLSEY B, Rfdr. F3.2 ctd.	55.90	39.00	30.00
BOLSEY B2, F3.2 ctd. Synchro	69.90	49.50	35.00
BOLSEY Model C 35mm Twin Lens Reflex	99.50		
RETINA 1, F3.5 lens		34.00	20.00
RETINA 1A, F3.5 ctd. Xenar or Ektar, chrome		45.00	35.00
RETINA IIA Rfdr. F2 ctd. Xenar or Ektar, Chrome		114.00	90.00
RETINA IIB, Rfdr. F2 Ctd. Xenar or Ektar, Flash syncro shut.	197.63	129.00	100.00
KINE EXAKTA, F3.5 Ctd. Tessar cc	109.00	89.00	65.00
KINE EXAKTA F2.8 ctd. Tessar, cc	139.00	114.00	80.00
KINE EXAKTA F2 Biotar T Ctd. cc	189.00	149.00	100.00
FLASH BANTAM, F4.5 ctd.	49.50	34.00	25.00
KODAK 35 w/rfdr. F3.5 ctd.	86.75	53.00	40.00
CLARUS, rfdr. F2.8 ctd.	116.25	63.00	45.00
KARDON F2 Ektar ctd.	229.50	169.00	125.00
MINOX SPY CAMERA F3.5 lens	197.50	87.50	55.00
STEREO REALIST, F3.5 ctd. lens	182.50	124.00	90.00
ROLL FILM CAMERAS			
Super Ikonta A, F3.5 Tessar cc		79.00	55.00
Super Ikonta A Special F3.5 Tessar cc	171.00	105.00	75.00
Super Ikonta B, F2.8 Tessar, cc	235.00	129.00	100.00
Super Ikonta BX, F2.8 Tessar, cc	280.00	179.00	125.00
Super Ikonta C Special F3.5 Tessar	190.00	119.00	80.00
Polaroid Land Camera	89.75	59.00	45.00
Medalist 1, F3.5 Ektar ctd.		109.00	80.00
Medalist 11, F3.5 Ektar ctd.		174.00	135.00
MINI REFLEX			
ARGOFLEX E, F4.5 ctd. cc	69.83	33.50	28.00
CIROFLEX B, F3.5 ctd. Alphax	76.98	47.50	38.00
CIROFLEX C, F3.5 ctd. Rapax	99.45	59.50	50.00
CIROFLEX D, F3.5 ctd. Alphax Syncro	83.50	64.00	50.00
CIROFLEX E, F3.5 ctd. Rapax Syncro	113.00	84.00	70.00
CIROFLEX F, F3.5 ctd. Rapax Syncro	148.75	109.00	80.00
IKOFLEX I, F3.5 T ctd. Tessar, cc	104.00	79.50	60.00
IKOFLEX II, F3.5 T ctd. Tessar, cc	168.00	119.00	90.00
ROLLEICORD I, F4.5 Tritar, cc		54.00	40.00
ROLLEICORD IIA, F3.4 ctd. Tritar or Xenar, cc	109.00	84.00	70.00
ROLLEICORD IIB, F3.5 ctd. Tritar, Flash syncro shutter, cc	130.00		

IT'S EXPENSIVE TO GUESS!!!

Your Used Exposure Saves You $8.00 at **MINIFILM TOWARD A NEW ONE!!!**

MINIFILM will allow you $8.00 or more on any exposure meter you have REGARDLESS of make, toward purchase of one of these Exposure Meters BRAND NEW

GE DW 68 Y 41, Case	$19.95
GE PR1	32.50
Delur Professional, case	24.50
Norwood Director, case	32.00

SAVE OVER 50%!!

GEN. TOP GRAIN COWHIDE GADGET BAGS

Can accommodate Cameras, Flash Equip., Meter, Film, Lenses, Etc. Smartly Styled and Sturdily Constructed!!

REG. SELLS to $13.50 YOUR COST **$6.95**

PRESS GADGET BAG

Accom. Sp. Graphics and other Outfits up to 4x5!! Reinforced and adaptable to carry all Access. Deluxe Ruko Teakwide Construction

ORIGINALLY SOLD FOR $32.50 YOUR COST **$14.95**

TRIPOD TIME AT MINIFILM

Eliminate those jittery results!! Examine Tripod Values below as an indispensable aid for improved picture taking!

3 sect. ALL METAL TRIPOD	$3.98
5 sect. ALL METAL TRIPOD	6.98
7 sect. Movie Tripod and Pan-head Re. 15.95 SALE	11.95
Director Eye Pan Tripod and Panhead Reg. 43.20 SALE	15.95
Quickset Jr. Tripod	24.95
Arrow Senior Elev. Tripod	38.38

NEW BOLSEY 35mm Model C Twin Lens Reflex

SPLIT IMAGE RFDR. Built-in sync. plus Reflex Focusing with Loop Magnifier, matched Ctd. F3.2 Lenses. ONLY **$99.50**

BUY OF THE YEAR!! SAVE 45%!!

BRAND NEW DEJUR PHOTO ELECTRIC EXPOSURE METER, Model 5B. Designed to combine precision with ease in operation!!

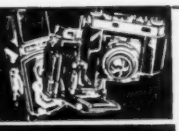
REG. $17.95 YOUR COST ONLY **$9.95**

LU-2-1416

MINIFILM CAMERA CORPORATION

1190 AVENUE OF AMERICAS, N. Y. C., BET. 46th AND 47th ST.

AT *Minifilm!!*



	NEW	USED	TRADE-IN Allowance
MINI REFLEX			
ROLLEICORD 11B, F3.5 ctd. Xenar, Flash Syncro shutter, cc	140.00		
AUTO ROLLEIFLEX 11B, F3.5 Xenar ctd.	220.00	145.00	110.00
AUTO ROLLEIFLEX 11B, F3.5 Tessar ctd.	260.00	169.00	120.00
KODAK REFLEX F3.5 ctd. cc	95.00	69.00	50.00
KODAK REFLEX 11, F3.5 ctd. cc	154.91	109.00	85.00
3¼ x 4¼ Super D Graflex Auto Diaph. Ektar, F4.5 ctd.	189.00	114.00	90.00
PRESS CAMERAS			
2¼ x 3¼ Busch, F4.5 Woll. ctd. Rapax w/cpld. rfdr.	161.25	108.00	80.00
2¼ x 3¼ Crown Graphic F4.5 ctd. w/Kalart rfdr.	194.00	155.00	115.00
2¼ x 3¼ Pacemaker Speed Graphic, F4.5 ctd., w/Kalart Rfdr.	232.00	175.00	125.00
2¼ x 3¼ Ann. Sp. Graphic F4.5 Rfdr. Flash, Access.		117.00	95.00
6 x 9 CM Film Pack Camera Compur shutter FPA		39.00	20.00
9 x 12 CM Film Pack Camera F4.5 Compur Shutter FPA		49.00	25.00
4 x 5 Crown Graphic F4.7 ctd. Ektar w/cpld. rfdr.	209.00	169.00	115.00
4 x 5 Pacemaker Sp. Graphic F4.7 ctd. Ektar w/Kalart rfdr.	248.00	184.00	155.00
2¼ x 3¼ Century Graphic F4.5 Ctd. Triotar, Alphax Syncro	109.50		55.00
2¼ x 3¼ Graphic Roll Film Back	19.95		
8mm CAMERAS			
Revere Ranger F2.5 ctd.	62.50	39.00	30.00
Revere 88, F2.5 ctd.	74.50	45.00	35.00
Revere 99, F2.8 ctd.	99.50	65.00	45.00
Revere 77, Mag. F2.5 ctd.	87.50	54.50	40.00
Revere 70, Mag. F2.8 ctd.	122.50	74.50	55.00
B&H Companion, F2.5 ctd.	89.83	59.00	45.00
B&H Sportster F2.5 ctd.	99.75	66.00	50.00
B&H Auto 8 Mag. F2.5 ctd.	174.42	127.00	90.00
Defjur Embassy, Mag. F2.5 ctd.	99.50	66.00	50.00
Kodak Reliant F2.7 ctd.	89.00	59.00	40.00
Defjur Citation, F2.5 ctd.	69.50		
Cine Kodak Mag. F1.9 ctd.	147.50	98.00	75.00
Bolex L8 F1.9 ctd.	99.50	68.00	50.00
Bolex H8 Turret, F1.9 ctd.	339.00	174.00	130.00
16mm CAMERAS			
REVERE MAG. F2.5 ctd. lens	130.00	89.00	70.00
REVERE MAG. F1.9 ctd. lens	150.00	115.00	85.00
REVERE MAG. Turret F2.7 ctd.	152.50	115.00	85.00
Cine Kodak Mag. F1.9 ctd. Ektar	175.00	108.00	80.00
Bolex H16 Turret, F1.5 ctd.	343.00	184.00	145.00
Victor Model 4 1" F1.5 ctd.	189.00	149.00	110.00
B&H Autoload F2.5 ctd.	162.50	98.00	75.00
B&H Autoload F1.9 ctd.	185.00	129.00	100.00
B&H Automaster turret F2.5	222.51	155.00	120.00
B&H 70DA turret, F1.9	307.17	195.00	145.00
Pathe Super 16mm	395.00		

	NEW	USED	TRADE-IN Allowance
8mm PROJECTORS			
KEYSTONE A8, 500 Watt	74.50	49.00	35.00
Keystone K108, 750 Watt	129.50	82.00	65.00
Revere Model 85, 500 Watt	99.50	64.00	50.00
Revere Deluxe 90, 750 Watt case	132.50	93.50	70.00
Ampro A8, 750W case	129.00	89.50	65.00
B&H Regent, 500W	149.50	105.00	75.00
Defjur Model 750, 750W case	139.50	92.00	75.00
Defjur Model 1,000 750W case	159.50	112.00	85.00
16mm PROJECTORS			
KEYSTONE A82, 750W	99.50	61.50	45.00
Keystone K160 750W	119.50	77.50	60.00
Revere 16mm 750W	137.50	92.00	75.00
B&H Diplomat, 750W	273.30	159.00	120.00
Natco Lite-weight	298.50	219.00	170.00
B&H Model 185 Film Sound single case 6" Speaker	399.50	269.00	200.00
Revere Sound 750W	287.50	179.50	150.00
Ampro Stylist, 750W	325.00	240.00	185.00
MINIFILM VALUES			
REVERE TAPE RECORDER	159.50	112.00	80.00
Ampro Tape Recorder	94.50	65.00	45.00
Argus Slide Proj. 100W	27.75	17.50	12.00
Golde No Manumatic	64.66	49.50	30.00
TDC Model-A1, 150W	29.75	22.00	12.00
TDC Model D, 300W, 35mm-2¼	64.70	42.50	30.00
Defjur Versatile II Enlarger F4.5	99.00	70.00	45.00
Omega B4 F4.5 B&L lens	134.75	92.00	65.00
2¼ x 3¼ Automega B3	183.75	118.50	90.00
4 x 5 Omega D11	196.50	135.00	100.00
Weston Cadet Meter	21.50	13.50	9.00
Weston Master II	29.67	19.75	12.00

CONVENIENT TERMS ARRANGED!!!

You can buy that camera now under MINIFILM'S Time Payment Plan with just 10% Down! 10% a month! (Trade in of your old equipment can also be accepted as down payment) and a brief note about your age, occupation and 2 references. MINIFILM will do the rest!

MAIL ORDERS PROMPTLY FILLED! PAID or C.O.D. F.O.B. NEW YORK. Note: On C.O.D. Kindly include 10% Deposit on Order. Balance C.O.D. **SEND YOUR ORDER TO MINIFILM — WIRE COLLECT.** If your camera isn't listed, write for free appraisal.—If your selection isn't listed, write for quotation! Write for our FREE New Bargain Bulletin — Full of additional selections and current trade-in allowance values.

OBTAIN TOP PRICE FOR YOUR CAMERA!

Take advantage of MINIFILM'S extensive customer files and readership! Send us your Camera Today and indicate price desired. MINIFILM will sell your Camera and only deduct 10% for handling charges. We will immediately confirm receipt of your equipment and price. Our check in return mail will follow upon completion of sale!!

NEW KINE EXACTA V—1950 Model!!

• Serves as two cameras, while you buy only one!!

DETACHABLE REFLEX HOOD

• Two Built-in Flash Terminals, Regular and Strobe!

with F3.5 T ctd. Tessar lens	$199.50
with F2 T ctd. Xenon lens	227.50
with F2 T ctd. Biotar lens	313.75
with F1.9 T ctd. Primoplan lens	240.00
CARRYING CASE	12.00
Pentaprism Eye Level Sport Finder	68.50

YOU SAVE $53.47

New Argus C3 Outfit

Argus C3, F3.5 Ct. Lens, Case, Flashgun $59.95; Telephoto Lens, Sunshade, 3 filters, 12 rolls 36 exp. film, 1 roll color film. Processed FREE. Complete OUTFIT, BRAND NEW

REGULAR $129.97

MINIFILM'S SPECIAL **$76.50**

Just $7.65 DOWN

MINIFILM SPECIALIZES IN CONTAX!!

35mm Contax II, F2 Sonnar lens and case L.N. **$159.00**

35mm Contax III, F1.5 T Ctd. Sonnar lens and case L.N. **$219.00**

TO FIT ANY CAMERA

SUNSHADE AND COMPLETE FILTER SET!! FOR BLACK AND WHITE!!

Comb. Price **$5.95**

Consisting of a Yellow, Green and Red Filter as an indispensable aid to improve Photography!!

(Kindly specify make of Camera and Lens—when ordering.)

FOR COLOR FILM!!

Kodachrome Kit

Shade, Type A, Haze and Fotoflood

Ser. V **$7.95**

Ser. VI **8.95**

ANSCO COLOR KIT

U.V. 16—No. 10 and No. 11—shade.

Ser. V **$7.95**

Ser. VI **$8.95**

MOVIE KIT—Consisting of Type A Kodachrome, Haze and Blue Fotoflood Filters and Shade.

AGENTS WANTED!!

Make Big Money in Your Spare Time!! Opportunities Available to Increase Your Income Under MINIFILM'S New AGENT PLAN!! Write Today for Full Particulars.

SAVE $20.00!!

PRAKTIFLEX II

35 MM. REFLEX CAMERA

NEW POST WAR 1950 MODEL

- Complete with F3.5 Zeiss Tessar Ctd. Lens
- Six speeds to 1/500 second
- Built-in brilliant focusing magnifier
- Built-in double exposure prevention
- Interchangeable lenses

REG.	$99.50
SALE	$72.50
Leather Case	7.50
Special! 105mm F4.5 Ctd. Elgeet Tele Lens	$47.50

NEW EXAKTA ACCESSORIES!!

Microscope Adapter	$12.50
Ihagee Microscope Adapter with tubes	24.50
Ext. tube set, including 2 adapters, 3 tubes	14.95
Special Kine Synchro Gun	8.95
105mm F4 Ctd. Kine Bintar Lens	62.50
105mm F4.5 Ctd. Elgeet Tele Lens	47.50
135mm F4 T Ctd. Zeiss Triotar Tele	75.00

CIROFLEX GIVES YOU A "PRINT SIZE" PREVIEW OF EVERY PICTURE YOU TAKE!!

F3.5 Ctd. Wool Anast Lens

Model B—Alphax Shutter $76.98

Model C—Rapax Shutter $99.45

Model D—Alphax Syncro $81.50

Model E—Rapax Syncro $113.70

Model F — Fully Syncro Rapax $145.25

MINIFILM RECOMMENDS!!

Biggest 8mm Home Movie Value Anywhere!!

KEYSTONE K40 8mm Magazine Camera, 4 speeds, F2.5 Ctd. Woll. ONLY **$99.50**

KEYSTONE K68 8mm Projector, 750W, 400 ft. ONLY **$99.50** ONLY $9.95 DOWN Convenient Terms on Balance!!

MINIFILM RECOMMENDS 16mm FOR THE MORE SERIOUS AMATEUR!!

KEYSTONE MODEL K50 Mag. 16mm Camera, 4 speeds, single frame, F2.5 Ctd. **$114.50**

KEYSTONE MODEL A82 16mm Proj. 750W, Reverse **$99.50**

ONLY 10% DOWN!!

35mm FILM FANS!! Fully Guaranteed!!

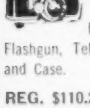
Eastman • Ansco • DuPont

100 Ft. $1.10 — 200 Ft. $1.85 — 400 Ft. $3.75

FREE 12 EMPTY 35mm CARTRIDGES with 100 Ft 35mm bulk film (your choice)

daylight bulk film loader **SALE PRICE** incl. 35c postage **$5.95**

SAVE $30.20!!



KODAK "35" W/R.F., F3.5 ctd. lens, Flashgun, Telephoto Lens and Case.

REG. $110.25 Minifilm Sale **$79.50** used

COMPLETE YOUR LEICA!!! SAVE $146.10!! SPEC. COMB. OFFER

35mm F3.5 Ctd. Leitz Elmar W.A. Lens, 90 mm F4 Ctd. Leitz Elmar Tele Lens, and Leitz Imarect Finder. Reg. $355.60!!

LATEST SPECIAL **$211.50** Used

LU-2-1416

MINIFILM CAMERA CORPORATION

1190 AVENUE OF AMERICAS, N. Y. C., BET. 46th AND 47th ST.

MINIFILM CAMERA CORP.
1190 Ave. of the Americas, New York 19, N. Y.
Please rush me the following equipment ..... Price .....
Deduct trade-in allowance of my equipment ..... Price .....
Enclosed is balance due ..... Ship. Export
C.O.D. for balance due ..... Rush your
FREE BARGAIN BULLETIN.
Name .....
Address .....
City ..... Zone ..... State .....
Enclosed is TIME PAYMENT DEPOSIT & Information

ANNOUNCING A 35MM ENLARGER BY FEDERAL

THE MODEL 135 STORE-AWAY® MINIATURE

MODEL 135

Only $49.75

Complete with F4.5 Coated 2" Anastigmat Lens
Tax Included.

Great news for 35 MM and Bantam Camera fans. A new Federal miniature enlarger just as you want it. Priced at $49.75 it is the greatest enlarger value that has ever been offered to miniature fans. See it soon at your dealer.

FEATURING:

★ **LENS.** 2" (55 mm) f:4.5 Decar coated anastigmat (3 element) enlarging lens.

★ **LENS BOARD.** Removable 1¾" x 2".

★ **ILLUMINATION.** Double condenser system with heat absorbing glass using the #111 opal enlarging lamp. Operates on alternating or direct current.

★ **NEGATIVE CARRIER.** Quick change convertible type. Supplied with sets of dustless metal plates for 35 mm and bantam film. Accessory glass pressure plates and half V.P. dustless metal plates, with or without guide pins, available.

★ **FOCUSING ADJUSTMENT.** Friction drive control for positive, accurate focusing. Will not slip or shift after adjustment to proper focus.

★ **BELLOWS.** Permits lens movement from a minimum distance of 1¾" to 5½" from the negative.

★ **MAGNIFICATION.** About ½ reduction to 14 times enlargement on the baseboard. Greater enlargements can be made by projecting to the floor.

★ **SAFETY FILTER.** Conventional swing type.

★ **BASEBOARD.** All welded, re-inforced steel, 14" x 16". Cannot warp or get out of alignment.

★ **UPRIGHT POST.** Tubular steel. Detachable in two sections with spring lock union joint.

★ **CONSTRUCTION AND FINISH.** Reinforced welded steel construction throughout; heavy gauge steel; attractively finished with two-tone wrinkle finish.

★ **STANDARD EQUIPMENT.** Supplied complete with parts listed above, as well as enlarging lamp; focusing target; cord and switch; instruction book.

Carrying Case Optional.....$6.95

Federal Is America's Greatest Enlarger Value

FEDERAL OF BROOKLYN®

FEDERAL MANUFACTURING & ENGINEERING CORPORATION
Makers of Federal Enlargers, Cameras and Microscopes
213 STEUBEN STREET BROOKLYN 5, NEW YORK

FILM the FUN of FLYING

Ground-to-air sequences can be taken easily with 8 or 16-mm cameras, and since most of the scene is sky, a little less than normal exposure is used. By having a tripod, you can film the exciting moments at air shows when the stunt fliers go through their startling bag of tricks.

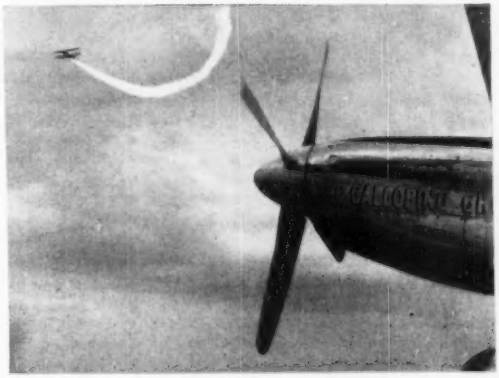
Here are tips by an expert on how to capture the cine thrills of aviation—whether you're on the ground or zooming through the sky

By JOSEPH V. MASCELLI

TODAY, more and more people are becoming air-minded. Many photographers have occasion to visit airports on holidays, many go up with friends, and others fly the commercial airlines. Some even have their own planes. Aerial scenes and airplanes are more frequent subjects in home movies because of the thrill that is found in flying.

Happily enough, shooting aerial movies is just as easy as filming everyday scenes. Without special gadgets, extra-long lenses, or tricky filters, the average amateur can make technically good aerial movies whether he is shooting from a commercial airliner or a private plane. Vivid and exciting films on flying, that make welcome additions to any film library, can be taken with regular 8 or 16-mm cameras and with your standard movie accessories.

There are four general classifications for aerial scenes.



Panning of low flying airplanes (called the fly-by) enables the cameraman to get dramatic shots. Mascelli tells you how to do it.

Ground-to-ground filming includes take-offs and landings. For such shots a cameraman should be set up so that a plane is coming toward his lens as it actually leaves or touches the ground.

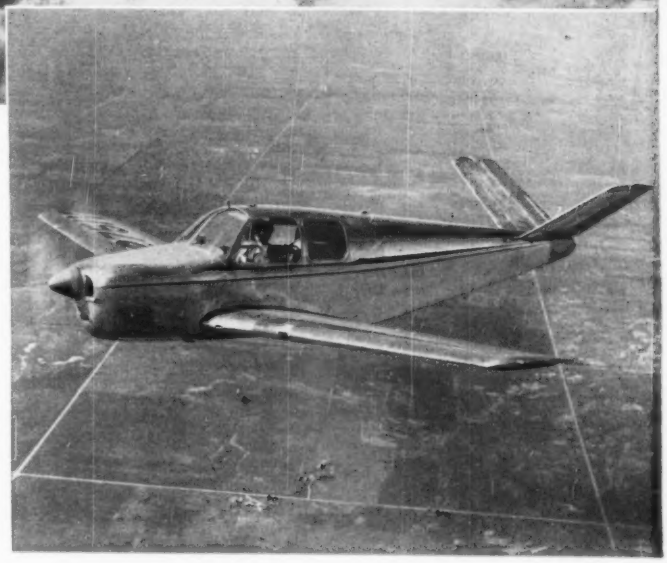
Behind-the-scene views are necessary for a complete movie on flying. Show the planning, co-ordination, and ground work involved in getting airplanes in the sky, and your film will be more interesting.

They are: Ground to Air, Ground to Ground, Air to Ground, and Air to Air. These only refer to camera placement and subject. A few practical hints to keep in mind when shooting each type will help you come up with movies that will make you beam with pleasure and pride as you show them.

Ground-to-air scenes are very easy to record, being filmed about the same as any other ground shot. The exception is that a little less than normal exposure is used since the sky makes up the major part of the scene, and very little shadow detail exists. A plane should be filmed so that it is of sufficient size in relation to the entire frame. This may require a lens slightly longer than normal, but not necessarily a long telephoto lens. On a take-off or landing, the size of the plane may be relatively small at the beginning and end of the shot, but it should be almost full frame when it approaches and crosses the field of the camera. This will require being close to the runway at a point ahead of the spot where the plane will become airborne. The camera should be in a position so that the airplane is coming toward the lens as it actually leaves or touches the ground. If the take-off or landing occurs away from the camera so that it is filmed from the rear, it is not nearly as effective. Shots of this type are best made from a tripod with a good steady pan-head. Be certain that the tripod is leveled for the complete pan. Give the aircraft sufficient "lead" so that it has room to move in the frame, but don't overdo it. Have just a bit more space in front of the plane than behind at all times.

Another shot that can be filmed from the ground is the "fly-by," which is simply a pan shot of a low-flying airplane against the sky. It usually is made when the plane is at low altitude, under a thousand feet, with the plane flying in a straight line and at right angles to the camera. By getting close to the line of flight and panning with the ship, the effect on the screen is that the plane is flying toward the camera and then pulling away. Opportunities for making this type of shot occur most frequently at air shows when stunt fliers go through their bag of tricks close to the ground. Use caution in filming low-flying planes around an airport. Don't try for a fancy angle

Air-to-ground films are made best from high-wing craft. Whenever possible, open or remove windows so that you can get a clear, undistorted scene. One of the initial shots you may want to get is some aerial footage of your property.



Air-to-air movies should be made on days having unlimited visibility. Cloud formations can be used as a background by getting above them and filming down, or the terrain below can be utilized by flying beneath the clouds for high-angle shooting. When filming in the air, keep upper part of body from touching plane.

such as a head-on shot of a plane approaching. Even though you may be perfectly safe, your position on the ground may make the pilot nervous and result in an accident. It always is best to get permission from the operations tower personnel before going out on the field. Tell them just what you want to do and where on the field you wish to work.

Good aerial movies are not made up exclusively of scenes showing planes in flight, or of the earth as seen from 1500 feet. One will find much other interesting activity and atmosphere at airports and air shows. Pilots and mechanics working around the line, pilots discussing with gestures the maneuvers they will go through, the line-up of ships on the apron, and the feeling of power as one engine after another revs up—all constitute important features of flying and consequently of movies on flying. At city airports where commercial planes come in for landings every few minutes—and with just as many take-offs—a series of ground-to-ground shots should be made to augment the ground-to-air pictures.

If you are planning a movie of your air trip you should take some shots of the activity about the air terminal—planes taxiing on the apron, fellow passengers getting on board, the trucks rumbling across the line loaded with baggage and mail, your pilot and co-pilot coming on board, and, of course, a glamorous close-up of your lovely hostess as she checks the passenger list. To get a complete sequence you can take some footage of a similar plane taxiing and taking off, and also some landing shots of similar craft. By doing this you will be able to "take your audience aloft" and set the stage for the aerial scenes that follow. The tech- (*Continued on page* 106)

THE NEW ALL THRU

QUICK-SET

TRIPODS ARE HERE . . .

with a revolutionary new pan head — improved three ways!

Now . . . the best is even better! New, larger and sturdier Quick-Set tripods give you improved pan heads with: (1) More bearing surface for more positive control; (2) Quicker, easier access to thumbscrew that holds camera rigidly in place; (3) New mounting surface allows for drop-bed or revolving back cameras. New leg locks too-*it's new all thru!*

PREVIEW THEM AT YOUR DEALER'S!

FREE! GET YOUR NEW QUICK-SET BROCHURE WRITE NOW!

QUICK-SET, INC.
1308 N. Elston Ave., Dept. 71, Chicago 22, Ill.
Please send me a FREE copy of your new brochure showing in full detail the new-all-thru QUICK-SET TRIPODS with improved pan heads.

NAME _____
ADDRESS _____
CITY _____ STATE _____
MY PHOTO DEALER IS: _____
(please print clearly)

SYNCHRONIZATION Flash Tronic **GUARANTEED**

Leica ★ Rolleiflex* ★ Contax

Once the synchronization is set, it cannot get out of synch. "Can be synchronized to any Leica model for complete shutter speed range 1/20–1/1000.

*Automatic

Installation is simple, no adjustments needed. Just mount and shoot. Flash-Tronic can be synched and will remain permanently set at 1/25 and 1/50 or at 1/25th and all faster speeds.

With this modern, precision, and batteryless flash synchronizer, owners of these three cameras can now enjoy flash photography with the full assurance that they'll get their flash shots every time. All models are simple and quickly attached, yet may be removed in seconds. Mechanical plunger eliminates solenoid. Installation made without camera alteration. *If your camera and shutter are in clean operating condition, synchronization is guaranteed.* Net weight 21 oz.

PRICE $59.50 (including tax). Focusing Reflector $8.00 Pan Type Reflector $5.00
at better photographic stores everywhere or order direct.

Photographic Division
TOTCO **TECHNICAL OIL TOOL CORPORATION, Ltd.**
1057 N. LA BREA AVE. HOLLYWOOD 38, CALIF.
Makers of precision instruments for the past 20 years.

NEW HOME MOVIES

FASTER THAN SOUND. 10 min., 16-mm black-and-white sound. Rental $1.50. British Information Services, 30 Rockefeller Plaza, New York 20, N. Y.

Produced for the Ministry of Supply by the Crown Film Unit, this film is a study of tests made to break through the sonic barrier. A miniature pilotless machine was developed to achieve this feat. Propelled by rockets and automatically controlled, the test model flies under its own power and its flight is traced by radar from the ground.

THE ADVENTURES OF CASANOVA. 1 reel, available in 8-mm and 16-mm shorts, 4 min., $1.75 and $2.75; 8-mm and 16-mm feature lengths, 8 min., $5.50 and $8.75; 16-mm sound feature, 8 min., $17.50. Official Films, Inc., 25 W. 45th St., New York 19, N. Y.

This film includes in its enormous cast such stars as Lucille Bremer, Arturo de

Cordova, Turhan Bey, John Sutton, and George Tobias. The story, set in Sicily at the end of the eighteenth century, concerns the guerilla warfare by the Sicilians against the tyranny of the Austrian invaders.

YOUR VOICE. 1 reel, 16-mm black-and-white. Rental $2.50 for 1 to 3 days' use, plus 50c for each additional day; sale $45. Encyclopaedia Britannica Films, Wilmette, Ill.

This film shows the complex mechanism of the human voice which is man's most direct means of communication and explains how the voice is produced, how its quality may be changed, and the four elements of voice production: respiration, phonation, resonance, and articulation.

WORLD METROPOLIS. 8-mm, 16-mm black-and-white or color, silent. Sale: 8-mm 50 ft. Kodachrome $7.50. 16-mm 100 ft. Kodachrome $14.75, 8-mm 50 ft. black-and-white $2, 16-mm 100 ft. black-and-white $4. World In Color Productions, Elmira, N. Y.

All the glory of New York City is shown in this film—the teeming life, skyscrapers, Empire State Building, Village, the Bowery, Chinatown, Brooklyn Bridge, the Statue of Liberty, the Elevated, and Times Square.

THE NURSE. 16-mm black-and-white sound. Rental $2.50 for 1 to 3 days' use, sale $45. Encyclopaedia Britannica Films, 20 N. Wacker Dr., Chicago 6, Ill.

The varied duties of a nurse assigned to the children's ward of a hospital are visualized through the film medium, revealing the warm personality and skill of a pediatric nurse. This film was planned to motivate children toward thinking of the nurse as an important guardian of health in the community and also proves helpful to girls interested in nursing as a profession.

GYPSY BLOOD. 6 reels, 8-mm and 16-mm black-and-white. Sale: 8-mm $40, 16-mm $75. Movie Classics, P. O. Box 3602, Philadelphia 25, Pa.

This film is the French version of "Carmen," featuring exotic Pola Negri as Carmencita, whose beauty, as legend would say, "was in league with the devil, himself." A torrid love story of old Spain. Produced and directed by Ernst Lubitsch.

SITTING TIGHT. 9 min., 16-mm black-and-white or color. Rental $2 or $3.50; sale: $50 or $90. Flory Films, Inc., 303 East 71st St., New York 21, N. Y.

The technique of sitting correctly, method of sitting down and getting up, poor sitting postures of a group analyzed and corrected, good habits to be formed for sitting in straight chairs, divans, etc., graceful legs, crossing and uncrossing the legs, and arm positions are some of the many points brought out in this film.

HOME MOVIE NOTES

The British Information Services, 39 S. LaSalle St., Chicago 3, Ill., announces the resignation of John L. Hamilton from the position of films and publications officer in the Chicago office. Hamilton, an American citizen, has been with the B.I.S. since 1944. He resigned to take a position with the U.S. Dept. of State. After a period of consultation and orientation in Washington he left to take up the position of film officer at Tehran, Iran, where he is attached to the U.S. Embassy.

* * *

Screen Gems, Inc., 729—7th Ave., New York 19, N. Y., announce the release of their new 1950 program—available to film libraries for non-theatrical distribution in locations that are not competitive with established 35-mm theaters, for schools, churches, institutions, shut-ins, private homes and theaterless towns. The pictures feature such stars as Irene Dunne, Cary Grant, Rosalind Russell, Barbara Stanwyck, William Holden, Glenn Ford, Pat O'Brien, Jimmy Durante, Joe E. Brown, the Blondie family, and many others.

* * *

Transfilm Incorporated, 35 W. 45th St., New York, N. Y., has completed a series of ten training films on economics for the Text Film Division of McGraw-Hill Book Co. The films are designed for use in conjunction with "Economics and Introductory Analysis" by Paul A. Samuelson. Samuelson acted as technical advisor in the production of the series. Although closely related to the textbook, the films can be shown independently, and will be used in industry training courses, as well as in classrooms.

* * *

Eugene W. Castle has resigned as vice-president of United World Films, Inc., 445 Park Ave., New York, N. Y. Castle was president of Castle Films, Inc., until late in 1946 when the company was acquired by United World.

* * *

A brochure entitled, "Presenting — The Educator's Guide to Free Slide Films," is available to those interested in sound or silent slide films, or slides as effective teaching tools, without cost from Educators Progress Service, Randolph, Wisc.

* * *

Young America Films, Inc., 18 E. 41st St., New York 17, N. Y., has completed and released a set of twelve basic outline maps on black-and-white 2 x2 slides, specifically designed for use in history and geography classes at all school levels. Each slide contains one standard outline map which can be projected on the screen, blackboard or paper, either for study or for tracing. The series includes outline maps of United States, Canada, Mexico, Central America, North America, South America, Europe, Africa, Australia, Asia, Eurasia, Mediterranean area, and the World. The set of twelve slides together with a teacher's guide may be purchased for $3.75 per set, either through dealers or direct from Young America Films.

* * *

The Jewish Education Committee of New York, Inc., 1776 Broadway, New York 19, N. Y., has released "The Story of the Sabbath," the fourth in a series of filmstrips describing Jewish holidays and festivals. During the current school year, the committee has issued similar filmstrips of the holiday of Hanukkah, Purim and Passover. "The Story of the Sabbath," like its predecessors, is composed of live photographs of home and synagogue scenes as well as of art illustrations of the historical or Biblical narrative upon which the holiday is based. Appropriate songs are interspersed in the body of the filmstrip and in the form of a trailer which may be used for group singing. The strips, with accompanying manuals, may be purchased at $3.50 each directly from the Jewish Education Committee.

* * *

The National Cinema Service of 71 Dey Street, New York City, has acquired another complete library of more than 50 new feature films. National's expansion program was inaugurated last Fall when the Reynold's Photo Shop library of 100 feature and 200 short subjects was added to their list. Free catalog is available upon request.

PRICES SLASHED!

LOOK AT THESE LOW, LOW PRICES! COMPARE! SAVE!
SATISFACTION GUARANTEED — OR YOUR MONEY BACK!

MOVIE FILM

All our movie film is manufactured by national firms. Satisfaction Guaranteed. With all movie film listed, price includes processing and return postage.

A NEW PRICE IN COLOR FILM

8mm roll, 25 ft. double	$2.75
8mm mag., 25 ft. double	3.75
16mm roll, 100 ft.	7.50
16mm mag., 50 ft.	4.95

BLACK & WHITE FILM

8mm, Black & White, Weston 50, 25 ft. double	$1.50 per roll
16mm, Black & White, Weston 50, 100 ft.	$3.00 per roll

ROLL FILM

All roll film is from nationally-known manufacturer. Fully panchromatic fine grain film, gives the amateur an "all-around film." Each roll comes wrapped in foil for all year protection. The following sizes are available at the unbelievable rock-bottom price that is offered only by Eight-Sixteen Films to Popular Photography readers:

127—120—620—116—616
5 ROLLS FOR ONLY $1.00
Select Any of the Available Sizes to Suit Your Needs

35mm COLOR, 20 EXP. Including Free Processing $2.85 EACH

BULK FILM

AVAILABLE in 8mm DOUBLE 16mm SILENT and 16mm SOUND.

Type of film	50 ft.	100. ft.	400 ft.
Weston 8 for outdoor use, titling and copying	$ .50	$1.00	$4.00
Weston 50-32 for outdoor and indoor use, fully panchromatic	.75	1.50	6.00

35mm FILM

In 1949 thousands of orders arrived from Popular Photography readers for this item at $1.40. Now we boast of having the lowest price in the country for bulk 35mm film.

FOR KODAK, ARGUS, LEICA AND OTHER SIMILAR CAMERAS

ANSCO: Fine-Pan, Ultra Speed and Supreme
KODAK: Plus X, Super XX, and Background X
DUPONT: Superior No. 2 and Superior No. 3.
100 FT. ROLL NOW ONLY $1.25
Regularly Advertised at $1.40
100 FT. ROLL, NOTCHED $1.40
Each roll of film contains 18 strips of 36 exposures. Satisfaction Guaranteed.

To save C.O.D. charges on all orders, please remit by cash, check or M.O. Immediate delivery on all mail orders.

EIGHT-SIXTEEN FILMS
630 Ninth Ave., Dept. PP-7
New York 19, New York

HOME MOVIES

We have a complete library of Black & White movies for young and old in 8mm and 16mm. Write for our Free catalog with complete listings such as Westerns, Comedies, Religious, Sports, Educational, Silly Symphony, featuring famous Hollywood stars as Stan Laurel, Charlie Chaplin, Hal Roach, etc.

8mm, 50 ft.	$1.00	16mm, 100 ft.	$2.00
8mm, 200 ft.	4.00	16mm, 400 ft.	8.00

16mm, 400 ft., sound ... $12.50

CHARLIE CHAPLIN COMEDIES

*one reel each, 8mm and 16mm**
"The New Janitor" "His New Profession"
"Between Showers" "In the Park"
"The Rounders" "By the Sea"
*two reels each, 8mm and 16mm**
"In the Bank" "The Tramp"
"His Night Out" "Work"
"His New Job" "Shanghaied"

RELIGIOUS FILMS

*9 reels each, 8mm and 16mm**—"St. Anthony of Padua", "Messenger of the Blessed Virgin" (Story of Bernadette). *8 reels each, 8mm and 16mm**—Life of Christ: "The Crown of Thorns," "The Christus."
**16mm reels available in both silent and sound*

WORLD FAMOUS MUTT & JEFF CARTOONS IN KODACHROME

(approx. 400' subjects, 16mm, sound, silent) Bud Fisher's world famous comic strip of characters set to symphonic music in full color. Thrill the whole family with "Mutt & Jeff" on the screen.

MUTT & JEFF SUBJECTS
"Mixing in Mexico"
"Where Am I?"
"When Hell Froze Over"
"Slick Sleuths"
"Westward Whoa"

16mm SOUND (Reg. $50.) NOW $24.95
16mm SILENT (Reg. $35.) NOW $17.45

8mm and 16mm SILENT FEATURES

Title	Star	Reels
"Shadows"	Lon Chaney	7
"Covered Wagon"	Alan Hale	6
"Behind the Front"	Wallace Beery	5
"We're in the Navy"	Wallace Beery	5
"Lady Windermere's Fan"	Ronald Colman	5
"Eagle of the Sea"	Ricardo Cortez	5
"Lost World"	W. Beery & L. Stone	5
"The Americano"	Douglas Fairbanks	5
"Last of the Mohicans"	All Star Cast	5
"Captain Swagger"	Rod La Rocque	5
"Yankee Clipper"	Wm. Boyd	5
"Night Cry"	Rin Tin Tin	5

8mm, $5 Per Reel — 16mm, $7 Per Reel

16mm SOUND, B & W FEATURES
6 REELS EACH, $12.50 PER REEL
(App. 400')

ACTION WESTERNS WITH REB RUSSELL
ACTION WESTERNS WITH LANE CHANDLER
RICHARD TALMADGE ACTION SERIES

16mm (app. 400') B&W SOUND CARTOONS
1 Reel Each, $10 Per Reel

"Mere Maids"	Marty Monk Cartoons
"Off to the Races"	Musical Cartoon
"Midnight Follies"	Musical Cartoon
"El Terrible Toreador"	Walt Disney
"Desert Sheriff"	Puppet Cartoon
"Springtime"	Walt Disney Cartoon

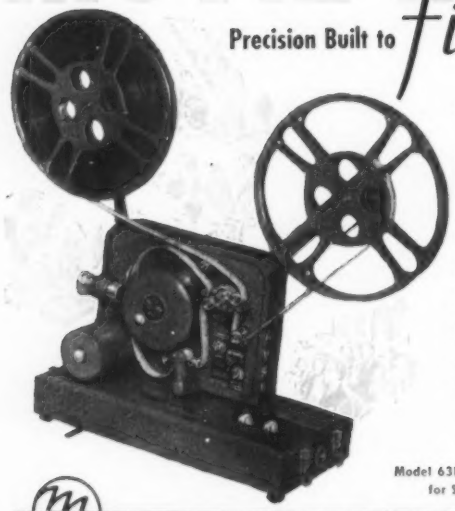
SALE • NEW LOW PRICES NEW CANS & REELS

200-ft. 8mm cans	4 for $1.00
400-ft. 16mm cans	8 for 1.98
400-ft. 16mm reels, aluminum	4 for 1.20
1600-ft. 16mm reels, steel	4 for 5.00
200-ft. 8mm reels	4 for 1.00

DUPONT (DEFENDER) VARIGAM ENLARGING PAPER
250 sheets 11x14 (Reg. $ 22.) ... SALE PRICE $10
250 sheets 22x28 (Reg. $119.) ... SALE PRICE 25

MOVIE-MITE

Precision Built to *fit* 16mm Projection NEEDS



Simplicity and Effectiveness

of this Light Weight, Compact Projector . . . amazes and delights users.

It gives you everything you NEED for finest 16mm projection, in home, school, church or office . . . with a revolutionary "Price-Quality" combination.

MOVIE-MITE, complete with speaker, weighs only 26 lbs. Universal 25-60 cycle A.C. or D.C., 105-120 volt operation.

Write for details. See your dealer for demonstration.

Model 63LMB 16mm Projector for Sound or Silent Films $198.50

MOVIE-MITE CORPORATION

©1945 1105 E. Truman Road Kansas City 6, Mo.

Slide Binding made easy...

SAVE MONEY WITH GLASS

THE LOW COST WAY TO PROTECT YOUR TRANSPARENCIES

Here's real help! Compco's new slide binder works fast . . . and accurately . . . holding glasses and mask in exact alignment while tape binding is applied. A hinged vise arrangement allows glass to rest firmly and squarely on base of binder. Binds all your slides from 2"x2" to 3¼"x4¼". Takes practically all standard tapes. Baked on hammertone grey finish.

Performance tested by Compco

$5.00

At your dealer

Compco CORPORATION

Manufacturers of fine photographic equipment since 1932

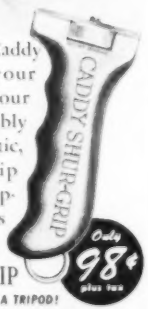
3351 ST. PAUL AVE. CHICAGO 47

Steady as you shoot!

CADDY SHUR-GRIP

Prevents Camera "JAR"

You'll want a Caddy SHUR-GRIP for your 35mm camera or your movie camera. Durably made of graytone plastic, this new pistol grip gives the steadying support which prevents spoiled pictures.



CADDY SHUR-GRIP

. . . NEXT BEST THING TO A TRIPOD!

Buy Caddy SHUR-GRIP at photographic stores and counters or sent prepaid, $1.10 cash with order.

Cadwell Corporation

400 N. CAMDEN DR. • BEVERLY HILLS, CALIFORNIA

Manufacturers of products for greater photographic pleasure

Film the Fun of Flying

(Continued from page 103)

nique of ground-to-ground filming is identical to your regular work. However, when the plane which you are filming is bright aluminum you should take a careful light reading. By exposing for the bright plane, you automatically will darken the sky background. When shooting ground subjects try to maintain the high interest of flying by showing the activity involved in getting a plane in the air.

Air-to-ground filming is a category which is being explored by more and more amateurs. Since a good many movie makers get their only chance to shoot aerial scenes from commercial airliners, and the only thing they can shoot is the scenery below them, the problems involved in this type of popular filming will be considered first. The matter of camera angle and light should be taken into account before anything else. It is best to sit near the back of the airliner (toward the tail), since the wing cuts off the view when sitting up front. It is wise to know which side the sun will be on so that you can sit in the shadow and have the sun at your back or over your shoulder. Discuss this with the flight clerk when ordering your ticket, or talk to the hostess before the flight. Explain your problem so that she will give you a good seat near a window in the rear, and on the proper side. It is important that the window be clean and free from glare. Try to avoid any curved surface of the window, which may create distortion.

When actually shooting, hold your camera as steady as possible so that your body acts as a shock absorber against the airplane's vibration. Keep your arms close to your sides, elbows in, and hold the camera flush against your forehead—close to and at right angles to the glass, but not touching it. Also, do not touch the plane with your elbows or the upper part of your body.

Do not pan unless you wish to center some particular object as the plane goes by. It is best to hold the camera steady and let the scene slide past your lens. Shoot either forward or to the rear rather than "square on" at right angles to the passing scene. Unless you film mountains or cloud formations, frame the shot so that the horizon is at the top of your finder, or just outside of the picture area. This will result in the best oblique view. If the day is a bit hazy and distant objects obscured, point the camera at more of a downward angle, thus eliminating the far distance. By shooting at 24 or 32 frames per second rather than 16, you will get a steadier picture; the overspeed will tend to smooth out any slight bumps in the air. Don't forget to compensate in your exposure calculation when using faster speeds. Remember, too, that since you are shooting much faster you can cut your scenes shorter. It's the projection time that counts—not the camera time. Decide how much film you want to project (at least 5 seconds!), and shoot only that much.

Don't shoot air-to-ground scenes when

the sun is directly overhead. Late afternoon is the best time for filming black-and-white. Then the shadows are long and the scene is given an illusion of high relief with every building, tree, and bit of landscape standing out boldly in the frame. A slight cross-light is very effective for black-and-white while the usual flat light is ideal for color. Use at least a medium-yellow filter, although a deep-yellow one may be employed if more than the usual slight haze is present.

One important thing to remember is that your exposure must be greater when shooting toward the ground than when filming toward the sky. Allow from one-half to one full stop more for air-to-ground scenes. An exposure meter in the air for such scenes is almost useless. Take your readings on the ground before take-off and then make proper allowances later. Naturally, conditions will vary as your flight progresses so a ground reading at your point of departure will not mean much. The amount of haze between your plane and the ground below will greatly alter your exposure. The more haze present and the heavier your filter, the greater your exposure will have to be to penetrate. If you are flying too high, or if it is extremely hazy—don't shoot!—the results are bound to be disappointing for even under good conditions air-to-ground scenes are flatter than normal.

A good time to start filming is when your airliner joins the "traffic pattern" and circles the airport for a landing. Excellent "night" shots can be obtained at twilight when the lights below are just beginning to go on and there is still enough light for an exposure. A slight tendency toward underexposure is best for this.

The finest air-to-air scenes must be filmed under "CAVU" (Ceiling and Visibility Unlimited) conditions. This type of movie will be available only to those having access to private planes. If you are not an amateur pilot but would like to film aerials from a small craft get in touch with a local flying club and arrange to fly with them in exchange for a "dupe" from your film. You will be surprised to find the co-operation you will receive. Airmen usually welcome the opportunity to acquire actual movies of their group. This is an inexpensive method to gain valuable experience and to shoot movies that otherwise would be unobtainable. The cost of even a few rolls of color "dupes" is a lot cheaper than renting a small plane for a number of flights.

You will find most sportsmen-pilots and instructors sufficiently interested in movies to let you go along as a passenger. However, approach them in a serious vein, not as a shutter-happy camera fan who suddenly feels in the mood to make an aerial shot. Sell yourself and your ideas as a long term proposition in which you show that you desire to shoot a complete film depicting their activities and the flying characteristics of the various types of planes they fly. Arrange for a showing of your best films so that they will respect your photographic ability and have no doubt as to the success of

PATHÉ

Super "16"

With the Exclusive CONTINUOUS Full-Frame Follow Focus!

What ease, what focusing-sureness, what movie perfection there is when you sight directly through the lens in use all during filming. That's PATHÉ CONTINUOUS FULL-FRAME FOLLOW FOCUS. You see the exact limits of the field of any lens in use without any manual correction or parallax compensation. THERE IS NO PARALLAX. Not only is the exact field seen perfectly, but you also know whether the scene is being registered in sharp focus. When you look through the full-frame finder you are looking through the lens that is IN TAKING POSITION. Remember...this isn't just a groundglass focusing device ...it's an EXCLUSIVE PATHÉ continuous full-frame focuser.

Compare these PATHÉ Features with any other 16mm Camera At Any Price!

★ **Variable Shutter** — A totally closing variable shutter enabling you to make fades and lap dissolves without any additional accessories. Gives a variety of exposures at any given speed.

★ **Long Run Spring Motor**—30 feet of film to one winding. Almost 75% longer run with one winding. Takes 50' and 100' spools.

★ **Extra Light Weight** — Weighs less than five pounds. Compact, rugged—for easy hand operation. Lightest camera in its class.

★ **Built-in Hand Crank** — A built-in mechanism always at your fingertips for forward and reverse action and additional professional effects.

★ **Automatic Footage and Frame Counters**—These counters, an integral part of the camera, add and subtract with extreme accuracy. The frame counter is used in conjunction with the Variable Shutter to effect smooth scene transitions.

★ **Speeds to 80 Frames Per Second** — Speeds of 8-16-24-32-64 and incorporating the exclusive Pathé 80 frame feature for extreme slow motion. With the Pathé patented governor you are certain of exact speed to the last frame of any sequence.

★ **Tri-Lens Turret** — An exclusively designed three lens "C" mount turret. Any of the three lenses can be used without the turret projecting beyond the camera body, assuring constant protection to lenses and turret.

★ **Single Frame Device** — Still pictures for animation and stop motion....either instantaneous or time exposures. Special locking device prevents accidental exposure.

★ **Optical Viewfinder**—A perfectly corrected built-in optical viewfinder for the normal and telephoto lenses.

ONLY $395.00 (LESS LENS) — NO TAX

At Your Dealer's or Write for Literature

DIRECTOR PRODUCTS CORPORATION
521 FIFTH AVENUE • NEW YORK 17, N. Y.

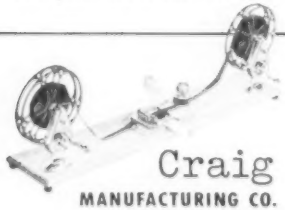
it's editing night*

***IF YOU'RE NOT EDITING YOU'RE MISSING HALF YOUR HOBBY FUN!**

Try editing (with Craig equipment) and *double* the enjoyment of your movie making hobby. You'll find plenty of pleasure in converting a hodge podge of unrelated scenes into an audience-pleasing entertainment. Editing is relaxing, fascinating fun—and you have something to show for your time . . . really well made movies!

edit with Craig

Craig makes the tools of editing—splicers, rewinds, edit in action Projecto-Editors, and accessories. A little money buys a lot—for example, the Senior Rewind Combination, shown here, is only $25.50, complete. It is ideal for film repair and simple editing needs. Your local photo dealer can serve you.



Craig
MANUFACTURING CO.
1823 S. Hope Street
Los Angeles 15

GOOD TOOLS ARE IMPORTANT
The **extra** quality and precision performance built into Craig editing tools are important to your editing results. Don't accept less!

the movies you plan to make. By enlisting the co-operation of a local flying group you will get the opportunity to film not only a movie on flying but aerial scenes of your own city or town or any other local sites you desire. Aerial scenes of your home are valuable as unusual footage for other around-the-house films you'll make, and also as photo evidence of your land and its environs.

You may be an excellent cameraman and have an equally excellent pilot, but unless air-to-air scenes are shot in brilliant sunlight, with a cloud background, they might be disappointing. Dramatic pictures of airplanes in flight are effective when they are crisp, snappy, full of spaciousness, and light. You cannot obtain this atmosphere of the "wild, blue, yonder" on a flat, cloudless, overcast day. Speed is relative; a shot of a plane against a blank sky, filmed from a camera ship traveling alongside at the same speed, looks as if it is standing still, hanging from a wire! Your films should contain an element of movement to be successful. Be certain everyone concerned understands this thoroughly when flights are scheduled so that your movie missions are automatically cancelled if conditions are not perfect. Since flights are sometimes set up days ahead of time it is not unusual to "shoot it anyway" rather than cancel the show. This is a bad attitude to take.

The over-abundance of light available on air-to-air shots in black-and-white requires the use of the slowest pan film with a deep-yellow or similar filter. Slight over-correction is best in order to bring out the finest cloud effect. Color film calls for a haze filter.

For black-and-white shots, fly so that your subject airplane is in a slight front-cross-light; for color, the usual flat, front light is still your best bet. If it is at all possible try to open or remove the window, if your plane is a cabin job. You will then have less restriction in shooting and there will be no possibility of picking up glare from the glass. The same hints mentioned for holding your camera in air-to-ground shooting from commercial airliners also apply to this type of filming. If excessive vibration is present don't be afraid to film overspeed to smooth out your shots.

One of the best angles for photographing a plane in flight is the "front-three-quarters" view. You can get this by having your camera ship fly formation a bit forward, to one side and slightly below the subject airplane. The camera should look back at a 45-degree angle and be pointed up (roughly 25 degrees). This places the subject plane against the sky, and drops the horizon out of the frame. The same shot can be made by flying above and shooting down if you wish to show the pilot sitting in the cabin, or some top feature of the craft. This necessitates sacrificing your cloud background and placing the plane against the ground below. In such cases do not fly too high, since intervening haze will spoil the effect. Such shots can best be made by flying above the clouds so that a top view can be obtained and the cloud background retained. These two types of

8mm—16mm MOVIE FILM
SAVE MONEY — BUY BULK MOVIE FILM PROCESS IT YOURSELF FOR EXTRA SAVINGS

Use this new Superior De Luxe Cine Reel to process your own film and save $$$. Includes everything you need . . . developing reel, drying rack, tray and 1 gallon set of reversal chemicals. Has capacity for 100 feet 8 or 16mm film. Complete simple instructions are included. It's easier than you think. It's FUN! . . . and it saves you money. Price F.O.B. Chicago **$19.95**

Reversal Chemicals
Complete, purity tested reversal chemicals with full instructions for use. Nothing to add but water.
1/2 Gal. Size $1.55
1 Gal. Size 2.55
Please add postage.

Reversal Processing
Professional quality reversal processing. Fast 24 hour service on any type black and white movie film.
100 Ft. 16mm $1.00
50 Ft. 16mm .60
Mag. .75
25 Ft. 8 mm .55
Please add postage.

BUILD YOUR OWN TITLER

Outfit includes schematic plans and special lens for an easy-to-build titler that works like magic with any 8 or 16mm camera. Get results from the start. Complete outfit plus lens, only **$1.00**

FREE CATALOG AND PROCESSING MANUAL
Every movie fan should have one. Hundreds of bargains in film, cameras, accessories, etc., plus a manual on home processing. A post card will bring it.

SUPERIOR BULK FILM COMPANY
Dept. 97—105 S. Wells St. Chicago 6, Illinois

8mm ARCO 16mm MOVIE FILM
Save By Mail Order!
Buy 5 Rolls—Pay for 5!
FRESH BLACK & WHITE PAN FILM
WESTON 50, TUNGSTEN 32
8mm—25 ft. Double 8 $1.80
16mm—100 ft. 4.80
16mm Magazine—50 ft. 2.95
24 Hour Laboratory Processing Included
8 & W FILM PROCESSING—ANY BRAND
8mm 25 ft. Double 8—60c.
16mm 100 ft. 80c. 16mm 50 ft.—60c.
8 & W FILM DUPLICATING
16mm to 8mm 6c per 16mm ft.
16mm to 16mm 4c per 16mm ft.
ARCO MOVIE FILMS, INC.
Dept. 7, 8616 Fourth Ave., Brooklyn 9, N. Y.

MOVIES
8 and 16mm FILM SUBJECTS
HUNDREDS OF TITLES TO SELECT FROM THIS NEW BIG ILLUSTRATED 96 PAGE CATALOG OF MOVIES & STILL EQUIPMENT AT POPULAR PRICES. SEND 25¢ FOR YOUR COPY—REFUNDED ON YOUR FIRST ORDER.
NATIONAL Film Supply
DEPT. 14 E • TOLEDO 9, OHIO

Movies in Color
NATIONAL PARKS
TRAVELS • WESTERNS • ATOM BOMB
WAR THRILLS • ALLURING MODELS • NOVELTIES
8MM 16MM SILENT
BIG 85 SUBJECT CATALOG, 4¢ IN STAMPS
KODACHROME 'WAIKIKI' SAMPLE 10¢ (refunded)
—NO C.O.D.'S — NO FOREIGN SHIPMENTS—
WORLD IN COLOR PRODUCTIONS, ELMIRA, N.Y.

2 NEW AUTRY HOME MOVIES

"Indian Uprising," "Loaded Guns." $1,000,000 cast! Send $1 for sample reel and catalog. State projector size.

HOLLYWOOD FILM ENTERPRISES, INC.
6060 Sunset Blvd, Hollywood 28, Cal.

Sizes Available:
50 8mm $1.75
200 8mm $4.25
50 16mm $1.75
100 16mm $2.75
400 16mm $8.75
400 Sd $17.50
Order from Dealer or Direct

Save Time—Save Money
Whatever you need in the way of Photographic Equipment can be found in this month's
CLASSIFIED PAGES

DELTA'S PRICES GO BOOM! LOWEST in HISTORY!

WAREHOUSE SPECIALS

KODABROMIDE

				3 FOR
3" x500' S/W #3		ea.	$2.95	$8.00
4¼"x625' S/W #4		ea.	1.00	2.75
7" x125' Gl. #4		ea.	1.89	5.50
8 x10 A #4		144	1.95	5.50
10 x10 F #1		144	1.95	5.50

CONTACT

8x10 Azo E-45/W	144	.75	2.00
8x10 Industro F.O.	144	1.50	4.00
10x10 EK Chloride A-2	144	1.25	3.25

FILM

4x 5 Direct Copy	2 Doz.	1.49	4.00
4x 5 Infra Red	2 Doz.	1.49	4.00
8x10 Infra Red	2 Doz.	3.95	9.50
10x10 EK Transparency	½ Gr.	3.95	9.50
5x 6¾ EK Masking Pan.	1 Doz.	.75	2.00
10x11 EK Masking Pan.	1 Doz.	1.00	2.75
20x24 EK Contrast Pan	1 Doz.	4.50	12.25
20x24 Ansco Repro/Ith.	2 Doz.	7.50	22.50
3¼x4¼ Wratten M Plates	1 Doz.	1.00	2.75
4x 5 Super Panchro Press Plates	1 Doz.	1.00	2.75
5x 7 Super Panchro Press Plates	1 Doz.	1.50	4.00
5x 7 EK Spectroscope Plates	1 Doz.	1.00	2.75
2¼x2¼ EK Lantern Slides	6 Doz.	1.00	2.75
127 Roll Film—Pan	1 Doz.	1.00	2.75
120 Roll Film—Pan	1 Doz.	1.50	4.00
120 Infra Red, Auto Rollei Only	1 Doz.	1.85	5.50
120 Super XX, Auto Rollei Only	1 Doz.	2.50	7.00
3¼x4¼ Ansco Color Tungsten	½ Doz.	1.50	4.00
8x10 Kodabromide 1948 Type B	1 Doz.	13.50	40.50

35MM FILM

100' Supreme, Finopan or Ultra Speed	ea.	1.10	2.95
36 Exposure reloads, Plus X-4 Rolls		1.00	2.75
36 Exposure Minipan for copying	ea.	.50	1.25

16MM FILM

100' Positive (NOT SURPLUS)	ea.	1.48	3.95
100' Microfile, unperforated	ea.	1.00	2.75
100' Super XX, Negative	ea.	1.49	4.00

All Above Merchandise U. S. Surplus—GUARANTEED

35mm BULK FILM

100 Ft. $1.10

ANSCO 50 or 100 Weston*

200 Ft...$1.95 400 Ft...$3.75

BULK FILM COMBINATION

100 Ft. Film*	Reg.	$ 7.43
Bulk Film Winder	Reg.	6.63
12 Empty Cartridges	Reg.	1.20
TOTAL	Reg.	$15.26
OUR PRICE		**$5.95**

Shipping weight 3 lbs. *U. S. Surplus

KODABROMIDE

20 x 24

Save Now by buying wisely. The thrifty photographer knows what tremendous savings he will make by using this sensational paper. By simple & easy cutting, have 3 gross of 8x10 or about 900 sheets of 5x7 with plenty left over for test strips.

Single Weight Semi-Matte Contrast #3

2 For $11.50
4 For $22.00 **$5.95** Per ½ Gross

(Shipping Weight 17 lbs. Each)

PHOTRIX EXPOSURE METER

Photo Electric Meter

Extremely sensitive, reads accurately from 4/10 of one footcandle. Dial calibrated for movie or still cameras. Simple, direct reading. No dials to set. Allows for all types of film—Color or Black and White. Can also be used in calculating all exposures in your enlarger. A $20 Value, BRAND NEW, FULLY GUARANTEED.

$9.95

With leather Case

IMPORTANT NOTICE

No COD shipments without 20% deposit. Orders received without postage will be shipped Railway Express collect. Send us your inquiries. We correspond in all languages. FREE monthly bulletin available.

MOVIE FILM

FREE! FREE! FREE!

Order six, get one Black & White Added to your order FREE

16mm 100' Super X, 50 Weston	$3.00
16mm 100' Super XX, 100 Weston	3.50
16mm 50' Magazine Super X	2.75
16mm 50' Magazine Super XX	3.00
8mm Super X, 50 Weston	1.50
8mm Super XX, 100 Weston	1.75
8mm Color Film, Daylight or Tungsten	2.75
8mm Magazine Super X	2.75
8mm Magazine Super XX	3.25
8mm Magazine Color Film, Daylight or Tungsten	3.75

(All prices include Processing & Return Postage)

16MM 400' REEL & CAN SETS

Every reel is in like New condition and the cans show slight signs of wear. We just purchased them from U. S. surplus at a terrific saving which we are passing on to you. They all fit 400' of film. Satisfaction Guaranteed. STOCK UP NOW & SAVE!

$4.95 Per Dozen

	3 for	6 for	100 for
16mm X 400' Reel & can Sets	$1.40	$2.75	$36.00

ANOTHER DELTA SCOOP!

10 EXPOSURE 35MM COLOR FILM

DAYLIGHT or TUNGSTEN

INCLUDING DEVELOPING, MOUNTED TRANSPARENCIES

PLUS

10 BEAUTIFUL NATURAL COLOR 2¼ x 3¼ PRINTS

A $6.60 Value at a ridiculously LOW PRICE

$3.50 COMPLETE

For Film, Developing, Mounting and Prints

EMPTY 16MM MAGAZINES

for use in conventional 16mm magazine cameras such as Kodak, Bell & Howell, Revere and GSAP. All Brand New in original factory packing with easy-to-follow directions. Save by Loading Your Own Magazines ..... 75c 12 for $8.00

(Shipping Weight 10 lbs.)

16mm Bulk Film

The greatest money-saving value for 16mm magazine camera owners.

16mm x 50' on cores, Reversal, 50 Weston	ea.	48c
16mm x 50' on cores, Infra Red for unusual effects	ea.	59c
12 for ONLY		$6.50
16mm x 100' Negative Film, Super XX Daylight spool	ea. $1.49	12 for ONLY $16.95

ATTENTION CINE SPECIAL OWNERS!

200' Film Chambers for the Cine Special

Only a most fortunate purchase from Government Surplus Stocks, could enable us to offer these BRAND NEW 200' Film Chambers at this low, low price. Here, at a fraction of their value, is your opportunity to get several of these time saving magazines for your Cine Special Camera. Fits either the Model I or Model II. Sorry, but the quantity is very limited—First Come, First Served. Don't Delay, get your order in now ..... Ea. $145.00

KINE EXAKTA Accessories

Lens Hood and Filter Holder, Series V, Screw-in for 5c, F3.5 or F2.8 Tessar (Specify)	$ 3.50
Filter Set, optical glass for B & W, 3 Filters	2.95
Filter Set, optical glass for color, 3 Filters	2.95
Polaroid filter for B & W or Color	3.50
Microscope Adapter	12.50
Bayonet Extension Tube Set—3 tubes and adapters	14.50
Neck Strap with locking swivels	1.50
Zeiss Prism Finder, with case	32.50
7" F2.5 Aero Ektar Lens, ctd in focusing mount	149.50

4 x 5 SPEED GRAPHIC

Anniversary Model

Complete with 5¼" f4.5 Lens in compur shutter . . . Kalart rangefinder . . . Cut film holder . . . Flash gun bracket . . . FULLY GUARANTEED . . . Perfect Condition.

$119.50

COMPLETE

Delta's buyers went all out on the deal. Here's that "Once In A Lifetime" buy. We completely reconditioned these 4 x 5 Graphics which we obtained from Uncle Sam's Surplus and are offering them at this LOW PRICE for Quick Sale. Quantity Limited. First come, first served. To complete your outfit, here is a list of accessories at unusually low prices.

4x5 Graphic type holders	NEW—3 for	$ 10.00
4x5 Graphic Film Pack Adapters (Surplus)	NEW	6.75
4x5 Graphic Deluxe leather, centering, lined compartment case. Used but like New		10.50
Graflex Flashgun—3-cell with 5" or 7" reflector solenoid and connecting cord	NEW	24.50
5" or 7" Reflector, separate	NEW	6.00
Focus Spot, helps focus in poor light		9.95
90mm f4.8 Schneider Angulon Wide Angle Lens in Compur Rapid Shutter	NEW	54.50
7" F2.5 Aero Ektar lens, ctd. bbl.	NEW	79.50
7" F2.5 Aero Ektar Lens, ctd. in Alphax Synchro Shutter	NEW	144.50
Mount & Board for above 7" F2.5 Lenses	NEW	9.95

LEICA ACCESSORIES

Filter Sets, Series V for Elmar 3.5mm or 5cm		$ 2.95
Filter Sets, Series VI for Summar		3.95
Polaroid Filter, Series V		3.50
Polaroid Filter, Series VI		5.00
Sonnar F1.5 Lens, Factory Coated	NEW	98.00
Orange RangeFinder Filter, specify camera		3.15
Imarect Finder for all lenses exc. 28mm	LN.	36.50
Filters, Slip-on for all lenses but Summitar		8.68
Filters, Screw-in, for Summitar Lens		7.77
Filter Adapter, for Summitar Filter on other lens		4.20
Lens Hood for 35mm and 28mm Lens		3.99
Lens Hood for 50mm Elmar, Hektor, Summar		3.15
Lens Hood, Collapsible for Summitar Lens		15.05
Lens Hood and Filter Holder, adjustable for all lenses		17.50
Spare Roll Film Magazine, orig. German type	LN.	2.95
Magazine Spool, orig. German type		2.00
Take-up Spool		2.45
Lens Dust Cap, fits rear of all Leica lenses		1.40
Lens Cap, Iron, for Summitar 50mm F2 Lens		2.80
Body Cleaning Cover, keeps dust out		2.45
Cine Adapter, to use Leica lenses on C mount 16mm		5.25
Cine Adapter, to use 5cm Elmar on 8mm-16mm EK Mag.		27.50
Hair-Trigger Release		3.15
Camera Case, Eversady with F2 or F3.5 Lens		12.30

FOREIGN CAMERA ACCESSORIES

All Brand New heavy gauge metal accessories of the latest design. BUY NOW AND SAVE!

9x12CM CAMERAS

Single Cut File Holders		$ 1.95
3 For $5.50	6 For $10.50	
Film Pack Adapters		4.95
Film Pack Adapters from 9x12cm to 6x9cm film packs		3.95
Roll Film Adapters (6X6) 8 or 16 pictures		10.75
Roll Film Adapters (120) 8—2¼x3¼ or 12—2¼x3¼		10.75
Graphic Type Spring Backs		14.50

6x9CM CAMERAS

Double Cut Film Holders		1.25
	6 For	6.25
Film Pack Adapters		3.95
Roll Film Adapters		8.07
Graphic Type Spring Backs		14.50

CINE ACCESSORIES

BOLSEY CINE FADER . . . For all cameras, 8mm or 16mm. Helps create professional fade in and fade out effects with your camera. More than 60 different combinations are possible. For unusual results that will lift your movies out of the amateur class. Fully Guaranteed $22.50

Extension Tube for above Cine Fader. For Short Effects $4.50

DELTA PHOTO SUPPLY CO. Dept. P-57
690 Third Avenue, N. Y. C. 17

Send for FREE Booklet "Negative Faults & Remedies."
Send FREE Kine Exakta listing
Send for FREE Movie listing

NAME .....
ADDRESS .....
CITY & STATE ..... ZONE .....

DELTA PHOTO SUPPLY

690 THIRD AVENUE
Dept. P-57, NEW YORK 17, N. Y.
Cable Address: DELTAPHOTO

CONDOR

The Best 35mm Camera Buy In Years!...

From coast-to-coast, delighted owners are talking about the many advantages of the CONDOR 35mm camera. They're talking about the astonishing ease of operation. They're talking about the wonderfully crisp and sharp pictures. They're comparing it with cameras at twice the price. You, too, will enjoy owning a CONDOR. It's smart, good-looking. It's built for service as well as performance. It's the best 35mm camera buy in years.

- Coated 50mm f3.5 Eliog lens, with shutter speeds from 1 full second to 1/500th second.
- Built-in flash synchronization. Coupled rangefinder, with focusing from 2½ ft. to infinity. Depth of field scale.
- Body shutter release, most convenient to operate. Safety device to prevent double exposures.
- Eyepiece adjustment on rangefinder for individual eyesight.
- Lens and shutter telescope into the camera for compact, easy carrying.
- Color contrast rangefinder . . . one image yellow, the other blue for maximum ease in use.
- Takes standard 35mm cartridges, in black-and-white or color.
- Lightweight . . . camera weighs only 17½ ounces, and measures 2" x 3" x 5".

Only $93.00 including Federal Excise Tax. At your Dealer's, or write for literature.

DIRECTOR PRODUCTS CORP.
521 FIFTH AVENUE
NEW YORK 17, N. Y.

shots clearly show all the plane's characteristics and features. Another very good shot can be filmed by flying formation right alongside the subject airplane, but slightly forward.

Don't start or end your shot with the plane in the center of the frame; have the ship enter the scene, and after filming the necessary footage, let it slide out the other side. This makes for smoother cutting later, when various identification shots are edited together. By giving your subject airplane an entrance and an exit you can cut from long shots to closer ones by showing it moving ahead in the extreme long shot and "cutting-on-the-move" to the closer view.

You will find after a few flights that your films will become more professional, and a mere static shot of a plane will not satisfy you. A flying film must suggest speed. Pan with your subject airplane as it enters the frame and while shooting, fly alongside a bit. Then allow your camera ship to slow and pan again to hold the plane in your finder before letting it out the other side. This will give you a front, side, and rear view all in one shot. If your camera ship has a top window, fly underneath the subject airplane in a straight line but a bit to the rear. This will afford an unusual view that will make an excellent cut-in shot.

The plane's image, except in extreme long shots, should fill at least two-thirds of the frame to be really effective. A tiny picture of an airplane, flying so far from the camera that its particular features can not be recognized, is useless. With small lightplanes you may need a 2-inch lens on a 16-mm camera or a 1-inch on an 8-mm so that you can fly a safe distance apart. Whether to use a high or low-wing monoplane for a camera ship can be determined after you decide what kind of shots you want to obtain. Naturally, for shooting up, a low-wing camera ship is preferable while for shooting for air-to-ground scenes, or for filming down at a subject airplane, a high-wing job will be best.

The well-filmed aerial shot can be made only if it is properly planned on the ground. Once you acquire a good pilot who can give you the type of flying you want, don't let him get away! Working as a team, understanding and appreciating what the other man is up against, will result in some fine flying footage. A pilot who understands camera angles and can get you (and keep you) in position—is worth his weight in color film!

By utilizing all four types of aerial photography you will be able to make a truly fine little movie. Your ground sequences will show what goes on behind the scenes and what it takes to make planes fly. Your take-off and landing shots will give you the beginning and end of your story and allow you to get into the air smoothly for cutting in your aerial shots of either scenery or other airplanes. No matter whether you fly commercial in a giant airliner, or for excitement in the tiniest plane, you will get a big bang out of combining the fun of flying with the thrill of shooting your own aerial movies.

Happy Landings!—

Delta *Specials!*

KRYPTAR ROLL FILM
DELTA DOES IT AGAIN!

DELTA just purchased millions of rolls of KRYPTAR roll film in all popular sizes for the thrifty amateur who is looking for VALUE. Remember, most rolls are FRESH, LATE 1950 DATE FILM in original factory packing and all are FULLY GUARANTEED.

STOCK UP NOW AND SAVE!

120 - 620 - 116 - 616 - 127
FULLY PANCHROMATIC 50 WESTON

$1.75 PER DOZEN

2 Dozen-$3.25 4 Dozen-$6.25
(Shipping Weight 2 lbs. per dozen)

KRYPTAR 8MM MOVIE FILM

DELTA just secured through a fortunate purchase millions of feet of late 1950 date 8mm Kryptar movie film in hermetically sealed cellophane packages. DON'T BE CAUGHT WITH AN EMPTY CAMERA! Record your long-awaited vacation by stocking up with a large supply NOW! Every roll is FULLY GUARANTEED.

8mm Double 25 Ft. Kryptar Film
Fits All Cameras

5 ROLLS FOR ONLY **$7.50**
PLUS 1 ROLL *FREE!*

Price Includes FREE Processing and Return Postage.

4 X 5 *Anniversary*
SPEED GRAPHIC

Complete with 5¼" f4.5 Lens in compur shutter . . . Kalart or Hoe-Meyer Range-Finder . . . Cut Film Holder . . . FULLY GUARANTEED . . . Perfect Condition.

$119.50

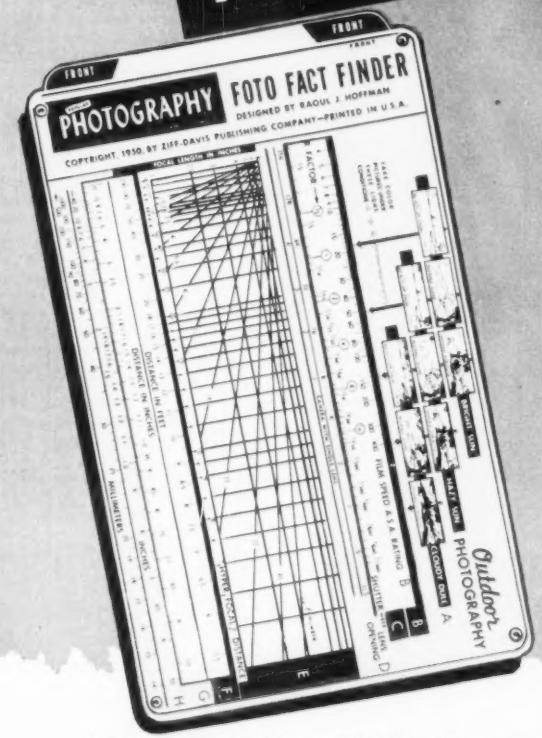
Delta's seven-year all out on me. Just Here's that "Once in A Lifetime" buy. We now proudly announced those 4 x 5 Speed Graphics we obtained from Government surplus and are offering them at this LOW PRICE for Quick Sale. To complete your outfit, here is a list of accessories available:

4 x 5 Holders . . . NEW, 3 for	$10.00
4 x 5 Graphic De Luxe Leather, corduroy lined, compartment case. Used but Perfect $35.00 Value	10.50
Graflex Hostigun—3 roll with 5" or 7" reflector solenoid and connecting cord. (U. S. Surplus) . . . NEW	24.50
5" or 7" Reflector, Surplus . . . NEW	4.95
Focuspot, helps focus in poor light . . . NEW	9.95
90mm f6.8 Schneider Angulon Wide Angle lens in compur rapid NEW	54.50
7" f2.5 Aero Ektar Lens, ctd. bbl. . . . NEW	79.50
7" f2.5 Aero Ektar Lens, ctd. in Alphax Synchro Shutter . . . . . NEW	144.50
Mount and Board for 7" f2.5 Lenses . . . NEW	9.95

No C.O.D. shipments without 20% deposit.

DELTA PHOTO SUPPLY CO.
690 THIRD AVENUE, NEW YORK 17, N. Y.
Dept. PP-57

YOURS FREE!



This pocket-sized photographic "genie" will give you perfect picture taking data for color or black-and-white—quickly and accurately.

HERE'S WHAT THE FOTO FACT FINDER COMPUTES FOR YOU:

- EXACT EXPOSURES: DAYLIGHT, FLOOD, FLASH
- EFFECTIVE APERTURE FOR CLOSE-UPS
- ENLARGEMENT—REDUCTION
- SUPPLEMENTARY LENS DATA
- EXPOSURES WITH FILTERS
- HYPERFOCAL DISTANCE
- CONJUGATE FOCI
- DEPTH OF FIELD
- FIELD OF VIEW
- SCREEN SIZE
- RANGE

At last!—a precision instrument that takes the guesswork out of photography! Your FREE FOTO FACT FINDER will help you get superb quality and sparkle into your black-and-whites—new warmth and vibrance into your color. Works like magic—simply—easily, to give you perfect camera control for any kind of photo under any lighting condition.

Start now to combine POPULAR PHOTOGRAPHY superior "know-how" with FOTO FACT FINDER instant "show-how." Make sure YOU have the right combination for better pictures every time.

Order your FOTO FACT FINDER today. You can't buy one at any price—but you'll get one absolutely FREE with your paid subscription to the world's greatest photographic magazine, POPULAR PHOTOGRAPHY.

ACT NOW! FOTO FACT FINDER supply is limited

USE ORDER CARD FACING THIS PAGE!

(Card automatically entitles you to your POPULAR PHOTOGRAPHY FOTO FACT FINDER)

ZIFF-DAVIS PUBLISHING COMPANY

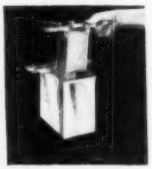
185 NORTH WABASH AVENUE, CHICAGO 1, ILL.

Publishers also of: FLYING • RADIO & TELEVISION NEWS—RADIO-ELECTRONIC ENGINEERING • MODERN BRIDE

A Tip — You'll find PLUS Features in CALUMET STAINLESS STEEL EQUIPMENT

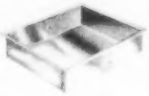
DEEPTANK FINISHING OUTFITS
Complete with two insert tanks for developing and fixing—Also three section water jacket for temperature control—3½, 10, 15, 28, 48 gallon capacity.

AUTOMATIC ROCKER WASHER
Washes automatically—Stainless steel double section sink—Rigid, welded frames—Washes prints up to 16" x 20". Large capacity.



FILM PACK DEVELOPING HANGER
New, special construction, to hold thin base film securely during all processes of developing—easily loaded—eliminates frequent handling—available in 4 sizes.

ALL PURPOSE SINKS
Constructed of high polish steel—Easy to clean—Leakproof—Complete with drains and standpipe—Rigid, welded frames—39 stock sizes.



DEVELOPING TRAYS AND SINK PANS
Ruggedly built of high polish stainless steel for life-time wear—Flanged lips for hard usage—Easy to keep clean.

FILM DEVELOPING TANK OUTFITS
Develop-rinse-fix-wash in one unit—Always ready—Just load and start—Includes 3-compartment jacket and two insert tanks—For all sizes of film.

Send for illustrated catalog showing complete line.

SOLE DISTRIBUTORS

CHICAGO CAMERA CO. 2326 S. Michigan Ave. CHICAGO 16, ILLINOIS

LOOK

Ansco Ektachrome Processed
24 HOUR SERVICE

FREE COLOR PRINT

With Any Size Roll Processed Ansco or Ektachrome $1.00

20 EXP.—$1.00 36 EXP.—$2.00
(Mounted Free upon Request)

Within 24 hours after arrival your color roll film is completely processed and on its way back to you!

3 DAY SERVICE
Eveready Color Prints

APPROVED AS: AUTHORIZED ANSCO LABORATORY

Eveready Color Prints
3 DAY SERVICE
Ansco Ektachrome Processed
24 HOUR SERVICE

COLOR PRINTS

40c New low prices — New Improved Ansco Printon!

From any size Kodachrome, Ansco or Ektachrome

Up to	2¼x2¼	2¼x3¼	3¼x3¼	4x5	5x7	8x10
1st Print	.40	.50	.55	.65	1.75	2.75
Dupl. Print	.35	.40	.45	.75	1.50	2.50
Notes in and/or mounted						10c extra
Tx and/or mounted						10c extra

M.O. or Check Preferred. No C.O.D.'s please. Quality custom color service! Write for price list on Duplicating Transparencies.

35mm Duplicates 25c

EVEREADY COLOR LABORATORIES
Dept. J, 49 Nassau Street
(Ent. 5 Liberty Pl.) New York 7, N. Y.

Magazines

(*Continued from page 10*)

punching schedules, watching signal lights, and blowing horns at what seemed like 50,000 crossings. There was nothing to eat, it rained all the way to Chicago, and even when I had good weather, it was no cinch to shoot pictures through glass while going 90 miles an hour."

Think that's all? "In Colorado we hit a couple of torpedoes set on the rails to warn us of a landslide ahead. We crawled past, only to have the middle diesel unit catch fire. When we got that fixed we hit a steer, and splattered him all over the state.

But—we made L. A. right on the nose. My brother met the train, took one look at me, and drove me to the nearest hotel, where I slept for two days."

* * *

An assignment to cover girls' colleges has given GEORGE LEAVENS a real insight into the basic differences between the wide open spaces and Puritan New England. In New England, Leavens has found himself kindly but firmly chaperoned all over the campus—and not only because he was so outnumbered, he thinks.

In Colorado, on the other hand, he was simply presented with a card advising faculty and students to "give this man anything he wants—it's good publicity!"

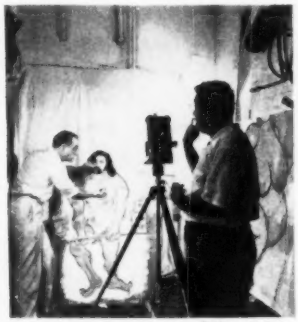
* * *

JACK BREED describes his new daughter thus: "Weight six pounds plus, blonde, fair cheeked on both ends, and has been named Gail Miner."

* * *

Photographing a million and a half dollars worth of jewelry recently—and a model—SID LATHAM found himself practically surrounded by Pinkerton men.

"They kept edging in on me, all six of them," said Sid, "until I finally asked a couple of them to help out with lights and props. Then it was fine—two helped me, while the other four watched them as well as the model and myself—at least it was even!"—



Philippe Halsman

No one seems to be able to recognize the subject of this portrait—behind all that brush. However, the assistant is David Eisendrath, the man at the camera is Arnold Newman, and the clowning is being done in the studio of Harry Litof.

EYE POPPING SAVINGS

during the General's price-slashing MOVING SALE!

You're in luck! The General is moving the Devon Avenue store to larger quarters, and it's your golden opportunity to save, *save*, SAVE. Everything in the present store must go. We want *you* to benefit by this move—not the cartage company. That's why we offer this merchandise at sacrifice prices you can't match anywhere! Check the typical bargains below. Then act fast before someone beats you to the items you want.

Free 10 Day Trial on all purchases.

All Cameras Used Unless Otherwise Specified

PRESS AND VIEW CAMERAS

8"x10" GROVER VIEW, less lens	$ 79.50
5"x7" GROVER VIEW, less lens	69.50
4"x5" B & J VIEW, less lens	52.50
NEW KEITH 4"x5" VIEW, less lens	19.95
BRAND 17, Press and View, less lens	49.50
KODAK "33A" VIEW, 5"x7", less lens	49.95
2¼"x3¼" GRAPHIC, F/4.5, holders, Pack Adapter, flash gun and case	199.50
2¼"x3¼" RB GRAFLEX, F/4.5	99.50
4"x5" SPEED GRAPHIC, F/4.5, R.F., Heiland Solenoid, holders, pack adapter	174.50
2¼"x3¼" SPEED GRAPHIC, F/4.5, Focuspot, 3 holders, pack adapter, and case	195.00
2¼"x3¼" SPEED GRAPHIC, F/3.7, R.F., flashgun, holders, and adapter	210.00
2¼"x3¼" BUSCH, F/4.5, flashgun	75.00
2¼"x3¼" BUSCH, F/4.5, R.F., flashgun, holders, pack adapter	149.50

8mm PROJECTORS

APOLLO "8"	$29.95
NEW FODECO "8"	49.50
UNIVEX "P-C-10"	19.95
KODASCOPE "MODEL 50"	32.50

REFLEX CAMERAS

NEW UNIFLEX I, F/5.6	$ 24.95
NEW UNIFLEX II, F/4.5	34.95
WIRGIN REFLEX, F/2.9, Compur	49.95
MARVEL REFLEX, F/3.5	9.95
CIROFLEX "C", F/3.5, case and flash gun	74.50
CIROFLEX "B", F/3.5, case and flash gun	59.50
KODAK REFLEX I, F/3.5, case, flash gun	79.50
KODAK REFLEX II, F/3.5, case, flash gun	129.95
WIRGIN REFLEX, F/3.5, and case	34.95
KORELLE REFLEX, F/3.5	74.50
ROLLEICORD, F/3.5, case and flash gun	99.50

LEICA ACCESSORIES

ELMAR 35mm Wide Angle F/3.5 lens	$69.50
LEICA MIRROR REFLEX HOUSING, lens release	75.00

Tripod with Pan Head Combination, only $6.95
Original Value $17.95

Brand New FOTO-RITE All Metal 2-section TRIPOD **$3.95**

Brand New FOTO-RITE Ball Bearing Type PAN HEAD **$3.95**

both for only $6.95

ENLARGERS

ARGUS 35mm	$ 15.50
KODAK "PRECISION A", less lens	89.50
FEDERAL "288" and lens	19.95
OMEGA "D II", color head, F/4.5	189.50
SOLAR "120", F/4.5	69.50
FEDERAL "315", F/4.5	69.50
NEW CANDID ENLARGING KITS	3.95

8mm MOVIE CAMERAS

KEYSTONE K8, F/3	$19.95
KEYSTONE K8, F/2.8	29.95
B & H "TRI-8" Turret, F/2.5	99.50
REVERE "88", F/2.8	49.50
REVERE "99" Turret, F/2.8, F/2.5 W.A. 1½", F/3.5 Tele	84.50
PERFEX "88", F/2.5, Turret	24.95
CINEMASTER II, F/2.5	29.95
B & H SPORSTER, F/2.5	64.50
B & H COMPANION, F/2.5	59.50
NEW BRISKIN "8" MAGAZINE, F/2.5	49.50
NEW LEATHER CASES FOR B & H, Revere, Briskin, Keystone, DeJur 8mm Cameras (Specify make and model), originally $14.95	$6.95

16mm MOVIE CAMERAS

REVERE "16", F/2.5	$ 97.50
REVERE "26" TURRET, F/1.9	129.50
BOLEX H-16, Frame Counter, less lens	199.50
EXCEL "16", F/3.5	19.95
KODAK "MODEL B", F/6.3	29.50
SIMPLEX POCKETTE, F/2.8	14.95
SIMPLEX POCKETTE, F/3, B & L	19.95
KEYSTONE B-1, F/2.5	29.95
VICTOR IV, F/2.7, Cooke	145.00

35mm CAMERAS

NEW KODAK "35", F/4.5, with Synchronized Flash Gun	$ 29.95
SPARTUS "35", F/7.7	5.95
NEW ARGUS "A2", F/4.5 and case	19.95
NEW CEEAY, F/4.5, R.F., Synchronized	29.50
NEW MERCURY II, F/2.7 and case	39.50
NEW CEEAY, F/2.7 and case, Synchronized	39.50
NEW PERFEX "101", F/4.5, R.F., Synchronized	19.95
VOKAR "35", F/2.8	59.59
PERFEX, F/2.8, and case	49.50
CLARUS, F/2.8, and case	69.50
ZEISS IKONTA "35", F/3.5 Novar, Synchronized and case	58.95
ZEISS IKONTA "35", F/2.8 Tessar and case	88.50
CORSAIR II	19.95
ARGUS "A2" and case	12.95
ARGUS "C3", F/3.5, gun and case	39.50
BUCCANEER, F/3.5, R.F., and case	29.95
ARGUS COLOR CAMERA	19.95
LEICA STANDARD, F/2, Summar	99.50
KODAK "35", F/3.5, R.F., case and Morton Gun	85.00
ARGUS "21" and case	39.50
BOLSEY "8", F/32, and case	49.50
KODAK BANTAM SPECIAL, F/2, Ektar and flash gun	149.50
KODAK RETINA II, F/2, and case	139.50

ROLL FILM CAMERAS

NEW PETRI "4", F/3.5, R.F., case	$ 29.50
ROAMER I	19.95
WIRGIN, F/4.5	22.50
KODAK VIGILANT "620", F/12.5	18.50
ZEISS "120" NETTAR	39.95
KODAK "DUO-620", F/4.5, and case	49.50
SUPER SPORTS DOLLY, F/2.8 TESSAR	49.50
KODAK MEDALIST I, F/3.5, case and flash	149.50
FOTH DERBY, F/2.5	19.95
ZEISS IKONTA A, F/4.5, Novar	59.50
ZEISS IKON NETTAR, F/6.3	15.95
MONTE CARLO (Split 120), F/3.5	29.95
VOIGHTLANDER BESSA, F/3.5	34.50
KODAK TOURIST, F/4.5—1/800 Shutter	71.00
PLAUBEL MAKINA, F/2.9, 12 holders and pack adapter	99.50
POLAROID LAND CAMERA	69.50
BALDA, F/2.9, Triaplan	34.50

16mm MOVIE PROJECTORS

KODASCOPE 16 - 20 and cases	$179.50
KODASCOPE 16 - 10 and cases	89.50
AMPRO "500"	44.95
REVERE SOUND	219.50
UNIVERSAL TONEMASTER SOUND	149.50
VICTOR SOUND, Custom Case	149.50
VICTOR "MODEL 40" SOUND	199.50
MOVIE-MITE SOUND	139.50
REVERE 16mm SILENT	109.50

All merchandise listed is used or demonstrator models, unless otherwise specified, and carries The General's Full Service Guarantee

The General Camera Co.
Mail Order Division, Dept. A Chicago 45
Two Great Stores in Chicago
In the Loop Main Floor Merchandise Mart On the North Side, 3306 Devon Ave

MAIL THIS COUPON TODAY

The GENERAL CAMERA CO.
Dept. A — Mail Order Division — Chicago 45, Ill.

Rush the equipment on the attached order. If not completely satisfied, I may return all or part of the order within 10 days for refund.

☐ I am enclosing payment in full.
☐ I am enclosing 25% deposit. Send balance C.O.D.

Name
Address
City Zone State

Trade-Ins Accepted as Down Payments

Let your groundglass be the judge!

Camera equipped WITH Hartley Field Lens

Same camera WITHOUT Hartley Field Lens

The Hartley Field Lens is easy to install. No special tools required...no "mechanical" skill necessary. You can easily install it yourself in a few minutes by following the simple instructions. Available in various sizes to fit any standard twin-lens reflex camera.

Take a look at the groundglass of your twin-lens reflex camera after installing a Hartley Field Lens . . . Instantly you'll realize the many advantages! Easier, easier focusing, even in dim light . . . improved picture composition (now you *really* see the entire picture in the viewfinder) ...guesswork, disappointment, and picture spoilage eliminated . . . The Hartley Field Lens increases over-all image brightness up to 2½ times and corner brightness up to 10 times!

Hartley FIELD LENS $4.95

Buy this aid for increased photographic pleasure at your local camera store or sent postpaid if cash with order (specify camera make).

THE HARTLEY CO.

542 N. Fair Oaks Avenue Pasadena 3, California

Useful Rhyme for Summertime

The summer sun
is harsh and bright,
It makes your shots
too dark and light;
For shadow fill-in,
be in fashion—
Take daylight shots—
but Superflash 'em!

Having trouble with "over-contrasty" pictures taken in the strong summer sun? Then use Superflash to fill in those dark shadows—you'll be delighted with the results. Superflash will substitute for the sun on dull days, too. Remember, always use Sylvania Superflash Bulbs!

Blue Dots for Sure Shots

SYLVANIA ELECTRIC

SYLVANIA "FIRST IN FLASH" Formerly WABASH
1740 Broadway, New York 19, N. Y.

PHOTOLAMPS, TELEVISION PICTURE TUBES, ELECTRONIC PRODUCTS, ELECTRONIC TEST EQUIPMENT, FLUORESCENT LAMPS, FIXTURES, SIGN TUBING, WIRING DEVICES, LIGHT BULBS, RADIO TUBES, TELEVISION SETS

there's a DIFFERENCE In Schools

Of course the graduates of most any photographic school can take pretty pictures. But only Progressive combines the finest equipment available, a top-notch staff and a *practical approach to success in the photographic world.* So it's a natural result that Progressive can say, "Nine out of ten of our graduates have jobs in photography." Ask any professional about Progressive. Write today for free illustrated catalogue PT 701.

SENSIBLE RATES

Progressive gives you the best photographic training available—at a cost of only $1.00 an hour for actual instruction time. Advanced courses slightly higher.

PROGRESSIVE SCHOOL OF PHOTOGRAPHY
NEW HAVEN, CONN.

Wellington Lee, Photographer

(*Continued from page 80*)

feet wet, the studio folded and he was back behind the laundry counter. He and camera-loving school friends formed the China Photographic Society—a camera club to you—and it was there that he developed his skill. His laundry business took a sad beating because of photography. With the crudest make-shift equipment in the back of the laundry, Wellington bemused himself trying to improve his printing technique while customers waited for their clean shirts up front.

Then, one day last year, and it's human interest history by now, Wellington could not be found by the editors of POPULAR PHOTOGRAPHY to get the news that he had been awarded one of the largest prizes ever offered in a photographic contest—$5,000 as the first place winner in the color division. In the same contest he won other prizes amounting to $1,250. Even though the prizes were savings bonds with these maturity values, he got more money than he had ever thought existed.

With that money he was determined to open a studio. He and his friends (and future partners) searched for a location for one year and found his present home at 44 Mulberry Street, in the heart of Chinatown. The members of his camera club pitched in and did all of the carpentry, construction, and painting. The results are shown in the accompanying photos by Jay Seymour.

The studio's equipment is rugged and capable of handling all the work that comes their way. An 8 x 10 Ansco View Camera and an Eastman Century fitted with an assortment of lenses are on hand. The lighting equipment is both conventional and modern: a Johnson Ventlite flanked by a battery of incandescent floods and spotlights plus a pair of SR Strob units. Partner J. F. Chun is putting the finishing touches on two large electronic flash units taking FT-403 flashtubes. The darkroom is finished in stainless steel.

Wellington expects his main business to be neighborhood portrait work, knowing that he is now operating a competitive photo studio and must meet all of the conditions in that business. Eventually, and he hopes it doesn't take too long, he intends to specialize in fashion photography. He has our best wishes.—

CLEANING GLASS SLIDE MOUNTS

Glass slide mounts can be easily and quickly cleaned by steaming them. Boil a tea kettle of water. When steam begins to come out of the spout, hold one side of a glass mount over the steam. After the glass is steamed, wipe it dry with a lintless cloth. Turn the glass over, and repeat the operation. After the glasses have been cleaned in this manner, use a lens brush to remove any dust. Glasses can also be cleaned this way before transparencies are mounted. —*E. Fiederowicz, Dolgeville, N. Y.*

Color Prints
FROM ALL SIZE COLOR TRANSPARENCIES
Bring fond memories to life with sparkling full-color prints from your favorite transparencies!
All sizes of prints receive the same painstaking attention of our highly skilled craftsmen to assure faithful reproduction of properly exposed transparencies. Over-exposed or under-exposed transparencies are printed for best possible reproduction.
WALLET SIZE
20¢ each
2½ x 3½ each .30
3½ x 3½ each .40
3¼ x 4 each .50
4 x 5 each .65
5 x 7 each 1.25
8 x 10 each 2.50
35 MM COLOR DUPLICATES .25
MINIMUN ORDER $1.00. NO C.O.D.'s FIRST CLASS INSURED RETURN.
ANSCO and EKTACHROME color rolls developed $1.00 each
WRITE DEPT. P
LIFE Color LABS
204 WASHINGTON AVE.
ALBANY 6, N. Y.
SPECIALISTS TO CANDID WEDDING PHOTOGRAPHERS

NEW! SYNCHRONIZED IKOFLEX II-A

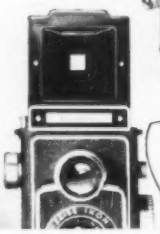
with EXTRABRITE focusing screen

Many outstanding improvements are embodied in the new Ikoflex II-A. Its Rapid Compur shutter, with speeds to 1/500 sec., has built-in flash synchronization. And its EXTRABRITE focusing screen gives the brightest image you've ever seen, enabling you to judge tone values, shadow effects, color and composition better than ever before.

Fitted with the world's outstanding lens—the Zeiss Tessar f/3.5 *(coated)* and f/3.5 viewing lens, coated and parallax corrected.

At leading dealers. *Write for literature.*
Carl Zeiss, Inc., Dept. C-17-7 485 Fifth Ave., New York 17

DIRECT VIEW FINDER
and 4x magnifier in hood
•
Exposure scale and depth of field scale
•
Automatic film stop
•
Exposure counter
•
Synchronization
12 pictures 2¼x2¼" on 120 or B-2 roll-film



5x7 COLOR PRINT 79c ★ 5x7 COLOR PRINT 79c ★ 5x7 COLOR PRINT 79c
5x7 COLOR PRINT 79c ★ 5x7 COLOR PRINT 79c ★ 5x7 COLOR PRINT 79c

5x7 COLOR PRINT 79¢

5x7 COLOR PRINT 79c
5x7 COLOR PRINT 79c
5x7 COLOR PRINT 79c
5x7 COLOR PRINT 79c
5x7 COLOR PRINT 79c
5x7 COLOR PRINT 79c

5x7 COLOR PRINT 79c ★ 5x7 COLOR PRINT 79c ★ 5x7 COLOR PRINT 79c
5x7 COLOR PRINT 79c ★ 5x7 COLOR PRINT 79c ★ 5x7 COLOR PRINT 79c

COLOR PRINTING

2¼ x 2¼	35c	*30c
2¼ x 3¼	45c	*40c
3¼ x 3¼	60c	*50c
3 x 4½	75c	*70c
4 x 5	$1.00	*90c
5 x 7	$1.50	*$1.25
8 x 10	$3.00	*$2.50

*Additional prints ordered at same time from same transparency. Write for quantity prices

24 HOUR LAB SERVICE

CROPPING AND COLOR CORRECTION

No extra charge on all sizes except 2¼x2¼ & 2¼x3¼

All Work Guaranteed
Minimum Order $1.00

ANSCO Color Film Processing

35mm 20 exposure mtd. $1.00
120-620 in transfolio $1.00

Sheet film—Ansco prices

DUPLICATING

35mm Slides
25c each

ANSCO AUTHORIZED COLOR FINISHER

Color Unlimited
PENN AVENUE & DAHLEM STREET
EAST LIBERTY FREIGHT TERMINAL
BOX 5029
PITTSBURGH 6, PENNA.

ALL WORK RETURNED 1ST CLASS MAIL POSTPAID

SPECIAL →
SPECIAL →
SPECIAL →

5x7 COLOR PRINT 79¢

This coupon entitles you to one 5x7 Color Print from any transparency at costs for 79¢ if accompanied by our regular minimum order of $1.00. Minimum remittance to take advantage of this offer—$1.79.

Color Unlimited
BOX 5029 PITTSBURGH 6, PA.

WORLD'S LARGEST CAMERA

Crawling inside the bellows to clean the dust off the film in his camera is a method of preventing pinholes which probably hasn't occurred to the amateur, but that's the way it was done by a railroad in 1900.

A camera believed to have been the world's largest even though it was built during a period when 3x4-foot negatives were common, was constructed on special order by the Chicago & Alton Railroad, now part of the Gulf, Mobile & Ohio, to photograph *The Alton Limited*, one of its passenger trains which was making railroad history at the turn of the century.

Constructed to accommodate a plate 4½x8 feet, it required 40 gallons of rubber cement to attach the rubberized bellows to laminations of whitewood which stiffened each fold. The focusing screens were as large as sliding doors and the plateholder alone weighed nearly 500 pounds. Each section had its own supporting carriage; the wheels riding on steel tracks, which, in turn, were secured to a base of natural cherry. Two lenses, the largest ever produced under Carl Zeiss patents, had been ground in Chicago. One was a wide-angle with a focal length of five and one-half feet; the other a "normal" lens with a ten-foot focus.

Several months passed after the construction of the camera before the weather cleared sufficiently for the slow films of the day to be used. When the day came, 15 photographic experts loaded the giant camera on one of the Alton's flat cars and transported it to the appointed site. In charge of the crew was one George A. Lawrence, the C & A's photographer who built the camera.

Lawrence set his camera up a quarter of a mile from the six car train to bring it within the focusing limits. Focusing the screen and replacing it with the loaded plateholder involved no unforeseen problems or delays. Before the photograph was taken, however, it was decided to clean the dust particles off the giant plate. To do this, one heavily bearded member of the party climbed inside the bellows through a hinged joint just in front of the plate. Closing the aperture behind him, he removed the protective screen and dusted the glass with a camel's hair brush and the aid of the light filtering through a ruby lens cap. Then he climbed out, closed the shutter, removed the lens cap, and pronounced the negative ready for exposure.

The photo was made on a Cramer Isochromatic plate which required two and one-half minutes exposure. The plate was developed in Chicago and was found to be without the slightest imperfection. Platinum prints were of such a satisfactory nature that the first three were sent to the Paris Exposition.

Final disposition of the photographic plate is not known, but officials state that the camera itself was dismantled around 1905 and the lenses sold.

Only evidence that remains of this remarkable adventure in photography are large contact prints now hanging in the GM&O's Chicago and Springfield, Illinois, offices.—

You're Missing HALF Your Summer Pictures

until you add a

KALART® Speed Flash

to your Camera

Wouldn't you like to get vacation pictures like these? Around the camp fire. Candids of parties. Snapshots deep in the shade. Early morning fishing shots and other hard-to-get pictures. They're easy when you add a Kalart Speed Flash to your camera.

KALART "Safety First" De Luxe Compak Speed Flash

Models for most cameras **$8.95 and $9.95**

Easy to carry and use. Patented "Safety First" features guard against wasting lamps or touching hot used lamps with fingers.

Also Kalart Master Speed Flash $14.50 to $24.60

By the creators of the "Camera of Tomorrow"

THIS year get a *complete* photographic record of your vacation, weekends and holiday trips. Don't be dependent on sunny weather. Add a Kalart Speed Flash to your camera and it's easy to take snapshots indoors, after dark, on rainy days—easier and faster than "sunshine" photography. Click the shutter and your Kalart automatically lights the flash lamp at just the right moment to give you a clear, brilliant picture. Plenty of light right at your finger tips.

For sure-fire results, get a genuine Kalart Speed Flash. Kalart has long been the world's most popular flash equipment because it's dependable and trouble-free. There's a Kalart Speed Flash for almost every camera—old or new (except box cameras). It can be attached in a few minutes. See your photo dealer today and get your Kalart Speed Flash before you start on your next holiday trip.

FREE!

"SPEED FLASH PHOTOGRAPHY" Shows how easy it is to take action snapshots and other hard-to-get pictures indoors or at night.
Mail coupon today.

The Kalart Company Inc. Dept. A-7, Plainville, Conn.
Please rush free booklet.

NAME .....
STREET .....
CITY ..... STATE .....
MAKE OF CAMERA .....
NAME OF DEALER .....

like **Damon**
needed
Pythias

your **coated** lens
needs an *Ednalite*
DURAKLAD **COATED** FILTER

the best filter that money can buy —at the new, lowest prices.

Precision optical glass—both sides coated—in the amazing *DURAKLAD* rim. At your favorite dealer.

We have a brand new descriptive leaflet for you — at no charge.

Manufactured by EDNALITE Optical Co., Inc., 200 North Water Street, Peekskill, N.Y.

Put the beauty and sparkle of
ROEHRIG
TRUE TONE OIL PHOTO COLORS
into your black & white prints

FOR AMATEUR AND PROFESSIONAL!

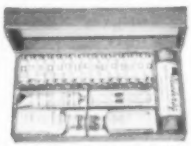
Roehrig True-Tone Oil Photo Colors
They cannot be imitated or duplicated.

ROEHRIG colors are sold in complete sets and separate tubes; all dealers are available on trial basis and at a reasonable price to fit every pocket.

ROEHRIG STUDENT SET
is ideal for beginners. Priced at only $2.50

ROEHRIG enjoys a sound reputation, as the best oil colors money can buy. Never accept a substitute.

This complete set only
$4.75



If your dealer cannot supply you, we will ship direct. Enclose parcel post fee with order. Insist on ROEHRIG colors. Request Folder "P"

ROEHRIG-BIELENBERG CO.
39 Henry St. Brooklyn 2, N. Y.
W. E. BOOTH CO., Ltd. Canadian Agents
TORONTO MONTREAL

ROEHRIG FOR TRUE COLOR . . . SINCE 1912

10 10
10 10

Kine Exakta II and V

10 **Ten GOOD Reasons why you should buy your Kine Exakta ONLY from Seymour's** 10

SEYMOUR'S Famous 10 Points:

1 We are Kine Exakta Specialists.
2 We sell only GENUINE Exaktas.
3 Our Zeiss lenses are guaranteed genuine.
4 One Year Written Guarantee.
5 Fifteen Days Trial.
6 Lifetime Non-Profit Service Privilege.
7 Camera registered in your name.
8 All accessories always available.
9 Free Exakta News & Information.
10 We guarantee lowest possible prices.

• **And remember:** Our Turnover assures you of factory fresh merchandise and latest improved models. ALWAYS.

All these "plus" features at no extra cost if you get your Kine Exakta from SEYMOUR'S, the Kine Exakta Specialists
REQUEST LITERATURE
AND PRICE LIST

KINE EXAKTA OWNERS!!!
Send us your name and receive free Seymour's Bulletins about latest Accessories and interesting Exakta News Items. No obligation.

Seymour's
The Kine Exakta Specialists
245K West 34th Street
New York 1, N. Y.
CH 4-3314

Picture Adventure Abroad

(Continued from page 43)

sustained, long-time program or an assignment with a particular slant, but surely in getting pictures of a country, its people—the feel and flavor should match what the magazine photographer is able to do. Amateurs just don't think picture-wise enough. They could if they would only apply themselves to it.

About 75 per cent of my work is done with a Rolleiflex, the Leica running a close second. The press and view cameras are used only on special occasions. In other words, the type of equipment I use is also used by many amateur cameramen.

Too many amateur photographers look at a scene, focus and shoot practically in one breath. The magazine photographer, on the other hand, takes an over-all shot, waiting until the people are in pleasing positions. Then, he moves in for a medium-close shot, showing a bit more of the people. Finally, he gets a close-up of the principals in the scene. The same technique is used on buildings and events. The professional photographer is *eager* and *concerned* that he get everything possible, out of the material at hand. Maybe he is just built that way; maybe too, he has an editor's critical eye to think about.

The professional photographer uses establishing shots like the street and store signs in the language of the country; makes use of the typical workers at their trades. He studies the town, becomes a part of it for a short time. He doesn't always shove to the front at public functions, but many times shoots so that the people in front of him fill up the foreground—making a picture that gives the spectator the sense of looking over someone's shoulder *into* the scene.

Of course, the tourist wants to show himself, his friends and family with the foreign backgrounds. But for heaven's sake don't stand your friends like stiff pokers in front of a building and photograph them gazing dead-pan into the camera. All the talking in the world would only prove to others that you had been there, but darned if they'll believe that you had a wonderful time. Instead, use your family and friends as models. Put them in positions and postures that will enhance your compositions and give you an extra "oomph" in the pictures.

Don't think that the professional photographer doesn't use these tricks. He does. And what's more, he uses them for his own pictures—what I call "Sunday Shooting"—the pictures that I take on my time-off—the things that interest me in association with the people who happen to be with me. The picture of the smartly-dressed gal, with the Eiffel Tower in the background, proves my point. Every time I look at that picture I think—"Ah, Paris! What a good time we had that day."

And here's an idea that many amateurs either forget or don't know about—the taking of candid shots of the members of your own party . . . just as you try to

Brand-new Bell & Howell made for Bell & Howell 2" f4.5 precision focusing-mount telephoto lens for All 35mm and Leica cameras including Bell & Howell, Revere, Kodaflex, Bolex, Defax, etc. Uncoated.

LIST PRICE ~~$49.87~~ $24.50

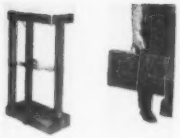
Brand-new Bell & Howell 6" f4.5 precision focusing-mount telephoto lens for 4" x 5" and larger cameras. An unbelievable savings on one of the world's finest longer focal length lenses. Save over $80.00. Uncoated.

LIST PRICE ~~$141.00~~ $59.95

Brand-new Bell & Howell turntable for 16" transcription or radio. Equipped with amplifier-matching RIAA-NR curves, highest fidelity record reproduction. Counterpoised pickup arm, set at 33⅓ speed. Shipwarn.

78 R.P.M. LIST PRICE ~~$37.50~~ $14.95

78 and 33⅓ R.P.M. LIST PRICE ~~$65.00~~ $29.50



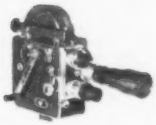
Brand-new Bell & Howell Portastand, inspection stand for 8mm or 16mm projectors, sound or silent. All-metal, durable, adjustable table top, self-contained, compact case as illustrated when not in use. Shipwarn.

LIST PRICE ~~$45.00~~ $14.95

Brand-new Taylor-Hobson-Cooke Dagor lens for All sizes of 16mm cameras. Cute distance in built on 8mm cameras. Superb Cooke quality at a price lower than "Cheap" imported lenses. Uncoated.

LIST PRICE ~~$62.50~~ $24.50

SAVE UP TO 50% ON BRAND NEW PHOTOGRAPHIC EQUIPMENT



SAVE $180.00 ON A COMPLETE ROLEX OUTFIT! Brand-new in original sealed Rolex H-16 Camera alone, $282.00; complete with 1" f1.5 Dallmeyer, 2" f4.5 Bell & Howell telephoto and 6" f4.5 Bell & Howell telephoto, and $508.00. SPECIAL, $397.50. Only $39.75 down!

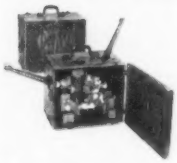
SAVE $145.00 ON A COMPLETE AUTOMASTER SET! Brand-new Bell & Howell Automaster Camera alone with 1" f2.5 lens $222.50; with 1" f2.5 lens, f4.5 and 6" f4.5 Bell & Howell telephoto lenses as shown. List price $413.50. SPECIAL, $269.50. Only $26.95 down!

16mm SINGLE FRAME PROJECTOR. Take inexpensive movies from kodachrome exposures with your 16mm camera. Show them on Bolsey projector shown above. Powerful 300 watt lamp. Electrically operated shutter changes exposures either at will or automatically as fast as 1 per second. Ideal for industry and commerce. $198.50.

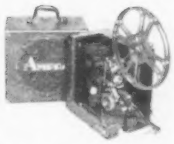
Brand-new Testrite 2¼x2¼ enlarger complete f2.5 lens for 35mm, no SPECIAL, $27.50. Same with condensers, SPECIAL, only $31.00. 2¼x2¼ Testrite enlarger with 3½" f4.5 lens, SPECIAL $29.50. Same with condensers, SPECIAL complete $37.50. 4x5 Testrite enlarger complete with lens, EXTRA SPECIAL COMPLETE, $75.00.

SAVE $64.00 ON COMPLETE BELL & HOWELL 8mm OUTFIT! The Bell & Howell Brownie, a camera alone with 15-12.5 lens, $24.50; complete with 15-12.5 lens and Taylor-Hobson-Cooke f1.5 telephoto, uncoated, and matching viewfinder, regular price $224.95, SPECIAL $159.95. Only $16.00 down!

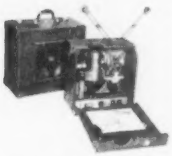
ONLY 10% DOWN • NO INTEREST • NO CARRYING CHARGES ON ALL PURCHASES $100.00 OR OVER



BELL & HOWELL FILMOSOUND [illegible] $225.00 $22.50 down!



AMPRO 16mm SOUND AND SILENT PROJECTOR As pictured above. Brilliant sound and silent speeds. 200 watt lamp, sound and silent speeds. Takes 7" reels. Built-in microphone or turntable, controlled from amplifier, speaker, turntable or microphone. Sound and silent speeds. Excellent condition. These projectors have been completely tested and reconditioned and are offered with a guarantee. Value $175.00. Only $17.50 down.



VICTOR 16mm SOUND AND SILENT PROJECTOR Here's a projector that does one thing and does it well. Shows movies of most silent reels (16mm projectors). We've tested over 2,000 projectors and this is excellent functional condition. The feature that speeds. 750 watt lamp, 2000 reel capacity, jack for make up a sound-track film, phenomenal but price offers you the opportunity to double your money. Value $149.50. Only $14.95 down!

EASTMAN KODASCOPE SPECIAL 16mm SOUND AND SILENT PROJECTOR These projectors are [illegible] and are offered for sale. Metal case in leather as indicated in photo above. Dry Nature. 750 watt lamp. 2000 reel capacity, take up or turntable jack as well as the jack for microphone. Eastman is noted for "Checked, Tested, and Guaranteed" this represents a value that is difficult to beat anywhere. Original cost is [illegible] Value $225.00. Only $22.50 down!

SAVE!

2mm f6.3 Zeiss Ikon, convertible for use with [illegible] $ 75.00
[illegible] 89.50
[illegible] 99.50
[illegible] 115.00
[illegible] 50.00
[illegible] 79.50
[illegible] 75.00
[illegible] 119.50
[illegible] 39.50
[illegible] 49.50
[illegible] 150.00
[illegible] 39.50
[illegible] 149.50
[illegible] 79.50
[illegible] 75.00
[illegible] 95.00
[illegible] 69.50
[illegible] 49.50

SAVE!

Eastman Retina II, f2 lens like new [illegible] $137.50
Rollieflex 3.5 lens, excellent [illegible] 59.50
Zeiss 2¼x2¼ Mirotka with f4.5 Tessar [illegible] 69.50
Bell & Howell Eyemo, capable of [illegible] 119.50
Talbot model 2¼x2¼ Graflex f4.5 Ektar coated lens, like new [illegible] 89.50
[illegible] 35.00
[illegible] 14.95
[illegible] 45.00
[illegible] 75.00
[illegible] 4.50
[illegible] 15.00
[illegible] 35.00
[illegible] 49.50
[illegible] 45.00
[illegible] 89.50
Bell & Howell Filmosound 16mm, excellent [illegible] 125.00
[illegible] 115.00
[illegible] 85.50
[illegible] 75.00

SAVE!

Zeiss Zeiss Kinamo cinema camera f2.5 [illegible] $ 35.00
Leica Elmar telephoto, infinite to 1, like new [illegible] 45.00
Leica Elmar 12.0 lens for Leica, like new [illegible] 95.00
Apollo Projector, 16mm, works with radio [illegible] 49.50
Bell & Howell Eyemo 35mm movie camera [illegible] 19.95
Leica Elmar 12.0 lens for Leica, like new [illegible] 59.50
Kodascope Special 16mm sound and silent projector with [illegible] 95.00
Kodascope Special 16mm sound and silent projector, [illegible] 89.50
Kodascope Special 16mm sound and silent projector, like new [illegible] 144.50
Zeiss Ikon Ikonta 520 Tessar f4.5 lens, like new [illegible] 119.50
Zeiss Ikon Ikonta 520 Tessar f4.5 lens, like new [illegible] 175.00
Bell & Howell Eyemo 35mm movie camera, excellent [illegible] 19.50
Zeiss Ikonta camera f4.5 lens, like new [illegible] 175.00
Supplementary Macrofold telephoto lens for 35mm [illegible] 17.50
Leica Model D camera complete with f3.5 lens [illegible] 42.50
Bell & Howell 16mm movie, Kalart Range Finder, [illegible] 99.50

WRITE FOR FREE CATALOG WITH HUNDREDS OF OUTSTANDING VALUES!

Trade your photographic equipment and firearms (German, American . . . no Jap . . .) on new photographic equipment or brand-new Philco and Zenith television sets. Write for complete information.

NATIONAL CAMERA EXCHANGE

86 South Sixth Street — **Minneapolis 2, Minnesota**

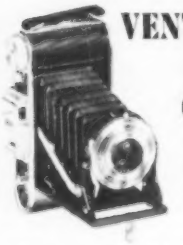
Since 1914, Northwest's Greatest Camera Store

NEW!

VENTURA 66
DeLuxe COMPUR
2¼ x 2¼
FOLDING CAMERA

From the smart outer styling to the superb inner mechanism, the **VENTURA 66 DELUXE COMPUR** is unusual in performance, craftsmanship, value. 12 exposures on 120 film. Hard coated Agnar Anastigmat F4.5 85mm (3⅜") lens. Focusing from 3 ft. to infinity. Synchronized Compur Rapid shutter, with speeds from B to 1/500th. Locking device for time exposure. Built-in Newton viewfinder. "Red Dot" double exposure prevention device. **$60.00**, including F.E.T.

Other VENTURA 66 Cameras from $35.00.



VENTURA 69
DeLuxe COMPUR
2¼ x 3¼
FOLDING CAMERA

8 exposures on 120 film. Hard coated Anastigmat Pronar F4.5 105mm (4⅛") lens. Synchronized Compur Rapid shutter, speeds to 1/400th. Built-in Newton viewfinder. Locking device for time exposure. "Red Dot" double exposure prevention device. **$67.50**, including F.E.T.

Other VENTURA 69 models from $32.50.

Write for Complete Literature — TODAY!

Fine Photographic Products Since 1903

AGFA CAMERAWERK
Under U. S. Administration, U. S. Zone, Munich, Germany
Represented By
AGFA PHOTO CORP., 303 W. 42nd ST., N. Y. 18

Distributed by
ACE PHOTOGRAPHIC SUPPLY CORP.
HORNSTEIN PHOTO SALES
PONDER & BEST, INC.
O. W. RAY CORP.
SENOGRAPH

get the people of certain countries in natural poses and doing typical tasks. Try the same technique on your friends. It would be hard to show in a straight scene, the excitement and interest you felt when looking at some historical building or shrine, but easy to convey the same feeling if you catch those expressions on your wife's face as she looks at the scene.

I think perhaps a story about my activities which appeared in a Brussels paper will do more to show you what a magazine photographer goes through than all the gabbing I could do. You can get some tips out of this and be happy that the amateur photographer doesn't have to work *quite* that hard. But, out of it, too, get the reasons and the way in which a picture-story is dug up, sometimes literally out of nothing. It proves, too, how a central theme can tie a story together, making it interesting to more people.

Well, here we go. I was assigned to do a story on the Lover's Fair, the Belgian equivalent of Sadie Hawkins Day. The Fair takes place in the village of Ecaussines-Lalaing. Louis Quieveaux, *Life's* Brussels associate, was assigned to assist me. He was so impressed that he devoted his daily column in the Brussels paper, *La Lanterne*, to my coverage of the fair. Here, then, is his amusing tale—

"I have seen at work at Ecuassines-Lalaing the man who, outside of me, worked hardest during the Pentecost holidays. I give you Tony Linck, American reporter photographer, one of the ace cameramen of the magazine *Life*.

"Tony, sent out to make a photographic report on the Lover's Fair, arrived from Paris with 20 kilos of equipment. He spent all Sunday studying the village of Ecaussines. The next day, having learned the topography of this admirable commune by heart, he arrived at 10 in the morning with the first guests. 'Shoot half a dozen pictures during the speeches?' Don't you believe it. Tony, tall, athletic, gesturing grandly, scratches his head and confides in me: 'I must get a story out of this. . . .' He starts the chase, and soon thousands of visitors are familiar with his silhouette. Tony scales walls, climbs rocks, enters lofts, lies flat on his stomach —all this to get 'the right angle.' With two cameras balanced on his chest, he holds forth: 'There are dances, speeches, songs, people. All this is very well, but anyone could do it. I must have something new. I must find one of the originators of the fair. I must have a married couple who met each other at the first fair in 1903 . . . then I want a couple who have just met and intend to marry. Find them for me. . . .'

"What could I do? Obey Tony's orders. He was so persuasive, with his large, unaffected gestures. We found the only living originator of the Lover's Fair. Tony photographs him six times in front of the memorial. We root out the 1903 couple. Tony photographs them eight times. He wants them to smile. They refuse to smile. So Tony tells me: 'Make them laugh while I shoot.' I try to think of a joke. I stutter. The crowd baits me. The couple burst out laughing and Tony shoots. I find the couple who just met

We Have The Pictures!

FROM
Figure Photographer "ORD WILLIAMS'"
Sensational Diary

MOVIE, COLOR SLIDES and STILL PHOTOS with a Film Exchange Plan...*You can get* **8 or 16mm. MOVIES** low as $1.00

★

Act Now - Free Literature and Sample Color Slide
Send 25¢
to cover mailing costs

WM H. DOOR
6208 SANTA MONICA BLVD.
HOLLYWOOD 38, CALIF.

NOW! BETTER PRINTS FOR LESS!
COLOR
Our color printing process is electronically controlled for superb results. 3-DAY SERVICE
SATISFACTION GUARANTEED
ANSCO COLOR, KODACHROME, EKTACHROME PRINTS
From any size transparencies

4 x 5	5 x 7	8 x 10
50¢	$1.00	$2.00

Minimum order $1

Prints 25¢ 2¼ x 3¼

PROCESSING: ANSCO & EKTACHROME Roll Film 24 hours—120-620, 35mm mfd....Only 90c roll

COLOR
P.O. Box 3521 • Georgetown Sta. Washington 7, D. C. DEPT. P

35 MM FINE GRAIN
DEVELOPED AND ENLARGED 2
TO SUPERB 3½ x 5½ SALON PRINTS
5 DAY SERVICE
On selected single-weight gloss paper, each print individually enlarged, dodged and cropped, including Mirrorlike finish. 20 exp. roll — $1.50.
Or Double-Weight Matt Paper
36 Exp. Roll ..... $2.50 ... 20 Exp. Roll $2.00
Write Today for FREE Mailing Bag, Sample and complete Price List of all our services. Money back if not satisfied!
MINLARGEMENTS
HILLSIDE, MANOR STA., NEW YORK

and are to marry. Tony improvises a scenario and shoots 32 pictures. By the time all is finished, it is midnight. At last the free road to Brussels lies ahead of us. I ask Tony: 'How many of these 300 pictures will appear in *Life*?' 'Three, four, five—I don't know.' As we ride on, hypnotized by the black road, I hear myself say in a dreamy voice: 'You are very kind, Tony. Thank you. I know now how a good reporter should work. The right angle . . . the right angle. . . . I hope you are leaving tomorrow, Tony?' "

There would be no reason for the average tourist-cameraman to expend that much film and energy on one aspect of his visit. It does, however, give you the feel of how picture-stories are made, how much you can accomplish by digging under the surface, how you can tie together a mass of unrelated people and events by inserting a central theme.

Learn as much as possible of the countries and their people before you start out. Especially find out about taboos and traditions be they religious, economic, political or moral. You'll get along fine when you show respect for such traditions. Try to hit as many places as possible during fiesta or fair time. People in holiday mood and dress are easier to get along with and present happy, stimulating expressions. Travel agencies, tourist bureaus, travel magazines will be able to tell you about festival times in the countries you will visit.

Successful picture-taking abroad is largely up to you. The pictures you take will reflect your interest in that country. Show your interest and awareness of the differences from your own country. Show the characteristics, landmarks, customs, costumes, people and places. Get in plenty of road signs, building signs—anything that marks that country as well as its famous buildings and other landmarks. And don't forget to smile!—

CAMERA REGULATIONS FOR TRAVELERS

The information contained herein is as recent as could be obtained—before press time. However, since regulations are subject to change from time to time, and even may be subject to different interpretation by different individuals enforcing them, the best procedure is to check with your area Field Service Office of the U. S. Dept. of Commerce, Bureau of Foreign and Domestic Commerce. Use this table as a general guide.

SPAIN—No regulations. No difficulties. No limit on amount of film taken into country or number of pictures taken. Films do not have to be developed before leaving country. Military fixtures are taboo, of course.

FRANCE—Only allowed 10 rolls of film on entering the country. No restrictions on number of pictures taken but all film used over the 10 rolls must be purchased in France. Film must be developed before it is taken out of the country.

ITALY—Permitted to bring in 6 rolls of unexposed film. All other film to be purchased in Italy. No restrictions on picture-taking except where officially banned. Film does not have to be developed before leaving the country.

GREECE—No restrictions except the ban on military fixtures. Can take in and expose as much film as is desired. Film does not have to be developed before leaving the country.

GREAT BRITAIN—Must pay duty on all unexposed film taken into the country. No duty on taking in personal cameras. Film does not have to be developed before leaving the country.

BELGIUM—Restricted to 3 rolls of film duty free. Otherwise, you can take in and expose as much film as you want. The duty on film is about 34% of the value. Film does not have to be developed before leaving country.

TURKEY—Take in and expose as much film as you wish except for certain restricted areas. All cameras must be registered with the Press Bureau and the Police Dept. Check at the Press Bureau concerning bringing out exposed film. Usually it does not have to be developed before leaving country.

IRELAND—Can take in and expose as much film as you want as long as it is not for business purposes. There are no taxes, no duties. Film does not have to be developed before leaving the country.

World's Smallest
HIGH PRECISION
CAMERA

Precision made to tolerances closer than those of the finest watch, the new Model II Minox camera is a triumph of engineering skill . . . plus ingenious craftsmanship that incorporates in subminiature size every worthwhile feature of modern camera construction. Weighing only 2 ounces . . . 3 inches long, 1 inch wide, it is the ideal camera to carry with you at all times . . . instantly available for action from 8 inches to infinity . . . consistently capable of producing truly professional results.

Minox is so easy to handle, too. A lengthwise pull of the housing automatically and simultaneously winds shutter, transports film and exposes lens and viewfinder. Foot-proof and speedy focusing . . . Unique crystal-clear viewfinder coupled with focusing for elimination of parallax . . . Film loading even in broad daylight . . . 50 recorded exposures . . . Easily developed in your own home or by your dealer. Users everywhere acclaim its amazing economy.

SEE THE MINOX AT YOUR DEALER

ENLARGEMENTS . . . Minox negatives may be enlarged to the proportions of any standard 35 mm negative.

Manufacturer: Minox G m b H, Wetzlar, Germany

EXCLUSIVE MINOX FEATURES INCLUDE:

- Dimensions: 9/16" x 1" x 3"
- Weight: 2 ounces
- Size of Negative: 8 x 11 mm
- Aperture: F 3.5, five element coated Lens
- Focal Length: 15 mm
- Focusing Range: 8" to infinity
- Two built in Filters
- Shutter Speeds 1/2 to 1/1000 sec. Time and Bulb
  Automatic Parallax Compensation
  Brilliant Sports-Viewfinder
- Daylight loading film cartridge for 50 exposures in all popular film speeds

Distributor: MINOX Inc.

Smallest Size — Greatest Results

140 East 30th Street, New York 16, N. Y.

You've Experimented . . Now Experience

Buy with Confidence

USED SPECIALS

Here are a few of the many fine bargains that we have to offer in the way of used cameras, projectors, and other choice photographic equipment. All the equipment is fully guaranteed, and sold subject to our 10 day money back guarantee.

Miniature Cameras

Argus Model A, 35mm f4.5 lens	$ 9.95
Argus C-3, 35mm f3.5 coated lens, and flash gun	39.95
Bolsey B-2, 35mm, f3.2 rtd. lens, coupled rangefinder	39.95
Kodak Retina, f4.5 coated lens	29.50
Kodak Retina II, super fast f2, coupled r.f.	99.50
Kodak 35mm, f3.5 rtd lens, coupled r.f.	59.50
Contax I, 5 cm Sonnar f2 lens	97.50
Contax II, 5 cm Sonnar f lens	159.50
Contax II, 5 cm Sonnar f1.5 lens	187.50
Contax II, 5cm Sonnar f1.5 Factory Coated lens	219.50
Contax III, 5cm f2 Sonnar lens	194.50
Contax III, 5cm f1.5 Sonnar lens	224.50
Universal Memory II, f2.7 coated lens	27.50
Robot II, C. Z. Tessar f2.8 lens	74.50
Welta, 35mm f2 Solinar, coupled r.f.	84.50
Zeiss Tenax I, Novar f3.5 lens	37.50
Leica A, Elmar f3.5 lens	44.50
Leica Model D, Elmar f3.5 lens	97.50
Leica Model G, 5cm Summar f2 lens	119.50
Leica Model IIIc, 5cm Summitar lens	189.50
Leica Model IIIf, 5cm Summitar coated lens latest model practically brand new	239.50
Retina I, Ektar f3.5 coated lens, latest model	52.50

Reflex Cameras

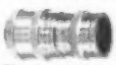
Argoflex, f4.5 coated lens	39.50
Graflex f3.5 lens Alphas shutter	47.50
Graflex f3.5 lens, Rapax shutter	59.50
Kodak Reflex, f3.5 coated lens	64.50
Kodak Reflex II, f3.5 coated lens, Extalite	119.50
Graflex B, 2¼x2¼, R. B. K. A. f4.5 lens	64.50
Graflex Super D, 4¼x4¼, R. B. Ektar f4.5 rtd lens, built-in auto diaphragm	139.50
Zeiss Ikoflex I, Novar f3.5 lens	59.50
Graflex D, 3¼x3¼, R. B. C. Z. Tessar f3.5	104.50
Ansco Automatic Reflex, f3.5 coated lens	119.50

Roll Film Cameras

Agfa Isolette, 2¼x2¼, f4.5 lens	39.50
Kodak Medalist f3.5 coated lens	98.50
Kodak Medalist II, f3.5 coated lens, built-in flash	164.50
Exakta B, f3.5 lens, single lens reflex	59.50
Polaroid Land Camera	59.50
Zeiss Super Ikonta A, C. Z. Tessar f3.5 cpld r.f.	59.50
Zeiss Super Ikonta C, C. Z. Tessar f3.5 cpld r.f.	64.50
Kodak Tourist f4.5 coated lens, built-in flash	49.50

Movie Cameras

Bell & Howell 8mm Sportster, f2.5 THC lens	59.50
Revere Model 88 f2.5 lens	34.50
Revere Model 99 Turret, f2.8 coated lens	52.50
Kodak Model 60, K. A. f1.9 lens	49.50



A RARE BARGAIN FOR 8MM MOVIE FANS

1½" CINE PELEPART TELEPHOTO LENS

This fine precision SWISS telephoto lens will triple your field of picture, as it is an f/3.5 needle coated, and fully corrected lens. It fits most 8mm cameras having a screw thread, such as Revere, Keydone, De Jur, Bolex, etc. This lens will produce exceptional definition.

List Price: $34.95 **Your Cost $19.95**

HABER & FINK INC.
12 WARREN ST. • NEW YORK 7, N. Y.
BArclay 7-1230

Aristo COLD GRIDLITE

REPLACEMENT HEADS FOR ALL ENLARGERS

LIGHT WITHOUT HEAT

Start now to get the tone and quality you dreamed of for those salon prints . . . easily . . . quickly . . . See for yourself why the trend is toward COLD GRIDLITE. We have models to fit your enlarger. **Write for Free Booklet P on Cold Gridlite.**

Send for 40 pg. guide, "How and Where to Photo New York." 10¢ for cover postage and handling.

For 2¼ x 3¼
$18.75 Fed. Tax incl.

ARISTO GRID LAMP PRODUCTS INC.
106-23 Metropolitan Ave., Forest Hills, N. Y.

NEW STYLE IN FLASH

Bounce light from an electronic flash unit aimed at the ceiling provided "natural" illumination for photographers covering a meeting of the American Society of Magazine Photographers. The setup is shown in this Contax picture taken by Victor Jorgensen.

PHOTOGRAPHIC lighting styles change. Today "bounce flash" is the rage. Ever since photography by "existing light" returned to favor among the national magazines and week-end newspaper supplements, the pro's have been refining their methods of "candid style" shooting. You've got to make the picture look as though you're shooting by the light coming in through the window or by the diffused glow beaming down from a ceiling or wall-type lighting fixture. Crisp directional multiple-flash effects are slipping into limbo.

Short of holding rock-steady with an *f* 1.5 lens opened wide and making the best of existing light, the much desired natural quality is most easily attained by directing the main light source against a wall or ceiling from which the "existing" light is expected to come. In small rooms with light-colored walls, ordinary flashbulb illumination bounced off the ceiling or walls does an excellent job if the bounce angles are carefully figured out. You're reasonably safe if you open up about two stops wider than the normal flash-guide number calls for.

But covering groups of individuals in a high-ceilinged room without too much inherent reflectance is something else again. Members and friends of the American Society of Magazine Photographers (ASMP) attending the recent installation ceremonies of the organization were treated to a rousing demonstration of this technique. Take a good look at the results and the setup on this page.

The problem was worked out in conference between the photographic staff of Scope associates, all members of the ASMP, who drew the pictorial coverage of the installation as a committee chore and Milton (Bud) Schwartz, Manhattan's energetic speedlight "doctor" who keeps many of the pro's electronic flash equipment in good order. Bud set up a special 16-inch paraboloid reflector of his own design fitted with an FT-503 flashtube, aimed at an area of the ceiling between the dais of the meeting room (the Crystal Room of New York's Hotel Plaza had been engaged for the event) and the audience. Through this light source, Schwartz connected up the entire output of an SR Multi-Strob speedlight unit which loads 1,000 watt-seconds of energy in its capacitors. The unit was triggered

Marion Hunsicker

Victor Jorgensen

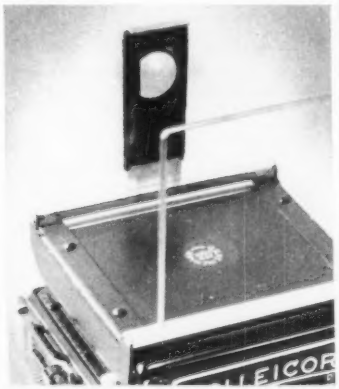
Roving cameramen of Scope were free to move about the room for synchronized flash pictures of officers (left) and members. Each used a portable electronic flash unit which triggered the large "bounce light" through a photoelectric cell mounted on it.

by a photoelectric cell bracketed to the lightstand.

The various Scope photographers cooperating in the coverage wandered among the audience with their Rolleis and Contaxes connected up to portable battery powered speedlight units which they kept aimed at the triggering tube on the stand in the center of the room. Whenever they sighted a likely subject, they aimed the camera at it and flashed their pilot flashtubes. The light instantaneously tripped the phototube triggering circuit of the big central unit bathing the entire room in a sea of "bounce-light" that caromed off the ceiling directly ahead of the dais. Naturally, subjects further from the center of the room needed a wider shutter opening than subjects close by.

As for details, all of the Scope staffers were loaded with Super-XX film (roll-film or 35-mm, as demanded by the camera at hand). If you wonder how the Contaxes used by most of the photographers were synched for electronic flash—it's a special custom installation serviced by Martin Forscher, New York camera repair specialist. In practice, the Contax shutter is set for 1/100 second and actually exposes the film for that interval even though the curtain aperture is fully open. (Normally the curtain remains fully open only at speeds of 1/25 second and slower.) The processing was all done by the Scope laboratory which uses a throw-away system on its fine-grain developers after each usage—to keep grain, speed, and contrast characteristics consistent from roll to roll and job to job.—*Norman C. Lipton.*

SPECTACLE LENS AIDS COMPOSITION



Photographers who wear glasses often have difficulty in using sports-type viewfinders. When wearing glasses, it is impossible to get the eye close enough to the rear peepsight to see all of the front frame. This can be remedied by attaching a portion of the lens from a discarded pair of your spectacles to the rear peep sight. By using this method, the photographer can remove his glasses, and still sight clearly through the finder. This method may be used with all types of sports finders with equal success.—*George E. Callahan, Chandler, Okla.*

FREE!

FREE BOOKLET

Tells You How to Get More

FUN and PROFIT from Photography

B & J Press Camera

Thorough basic *"Learn-by-Doing"*

Step-by-step Method

STUDY AT HOME

IN SPARE TIME

ADD GLAMOUR, THRILLS, ZEST, FASCINATION TO YOUR HOBBY

Whether you wish to make a career of photography or want to gain additional skill as an amateur, the American School of Photography offers practical basic training, which requires only spare time study. With proper aptitude and application, this Course should provide you with a fundamental background which may eventually open to you the door to valuable professional experience . . . or add real fascination and zest to your hobby.

TAKE PICTURES THAT WIN PRAISE

Know the satisfying pleasure that praise of your work can bring. Photography is an art—and a fine photograph must be planned to the last detail. Our years of intensive experience will be invaluable in helping you to learn the art of photography.

OLD ESTABLISHED PHOTOGRAPHY SCHOOL

Our training covers every essential phase of Modern Photography through sound, practical, spare-time study at home. Basic photographic principles are taught by an inspiring "learn-by-doing," step-by-step method, under the supervision of a qualified instructor.

FREE BOOKLET

Clip and mail the convenient coupon below at once for FREE Booklet, "Opportunities in Modern Photography," and full particulars.

SEND THE COUPON

Act *now!* Don't miss this chance to learn how you can get more profit and pleasure from photography. No salesman will call.

AMERICAN SCHOOL OF PHOTOGRAPHY

1315 So. Michigan Ave. • Dept. 226B • Chicago 5, Illinois

MAIL COUPON FOR FREE BOOKLET

American School of Photography

1315 So. Michigan Ave., Dept. 226B, Chicago 5, Illinois

Please send me without obligation your free booklet, "Opportunities in Modern Photography," and full particulars.

NAME .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

NEW IMPORTS!
ALL BRAND NEW . . .

RADA ROLL-FILM ADAPTER, fitted German workmanship, for 2½x2½ film [illegible] 2¼x2¼ or 2¼x3¼, for 6x9 and 9x12 cameras. $9.95

Adapter to fit the 6x9 to Mec, Agfa, and Pacemaker Graflex, Busch Pressman, etc., for film changeable one with Compur or equivalent $4.95

RADA FILM PACK ADAPTER, for 9x12 or 6x9 cameras (also Medalist) $4.95

POLYFOCUS "ZOOM" FINDER

[illegible] for Leica, Contax, Kardon, and similar 35mm cameras. Close to 1,000mm, coated, 6.9x4.1. Compact, lightweight, jewelled compensator, [illegible] $59.75

IKOMETER CLOSE-FOCUSING ATTACHMENT, chrome, [illegible] models for Zeiss, Super Ikonta A, B and B3, or I, and types [illegible] for very close [illegible] for medium close, specify model and type. each $19.95

DAYLIGHT-LOADING 16-EXP. 35MM FILM for Leica, Contax, Kodak, etc., alternates revealing of [illegible] faces, forever 82c

KARAT CARTRIDGES, loaded with Gevaert film, [illegible] cap. 82c, same, empty 60c

ROBOT CARTRIDGES, for Robot II or I-W. Take 25 or more, specify [illegible] $4.60

TELMET CHROME RANGEFINDER, feel or [illegible] lens $4.95

RICHARD VERASCOPE F-40

[illegible] chrome, rigid F.F., coated f/3.5 lenses, E.R. case, list $75.00. SPECIAL $275.00

THE CAMERA SENSATION OF 1950!
Now at a Popular Price!

ARE STEINECK Wrist-Watch CAMERA, complete with 2 loaded film cassettes. Normal Retail $160.00. SPECIAL $98.50

Model reloaded with Agfa film for one exp. Disc. Eliminates backs, etc., similarly

With f2 coated lens and f.f. case. SPECIAL $99.50

135 mm. f4 coated lenses with case $85.00

85 mm. f2 lens, [illegible] $125.00

Complete outfit above SPECIAL $298.75

ROBOT II, coated f2.8 Xenar, list $200.00. SPECIAL $125.00

PLAUBEL MAKINA III-S, latest, built-in rangefinder, etc. Complete Dr. Tiny outfit, with wide-angle and telephotos, $90, etc., etc., list $600.00. SPECIAL $495.00

Write for prices on latest models of Kine-Exakta, Zeiss super Ikontas, Retina IIIF with built-in rangefinder, etc.

OPTICAL VIEW-FINDER, chrome, student Voigtlander, parallax compensator, to fit Leica, Contax, etc., with leather case, models for 35, 85, 90, 105, 135 [illegible] specify [illegible] SPECIAL $9.95

SELF-TIMER [illegible] $1.98

SELF-TIMER FOR LEICA, fits directly on [illegible] $2.98

OLD DELFT FOTOTEL

Complete Leica Housing for Leica, Kardon, Kodaks, or Contax, [illegible] new Schmidt Bouvers, [illegible] from [illegible] F.F. with built-in rifle focusing device, etc., light weight [illegible] $197.00

DOMESTIC SPECIALS

ANSCO ULTRA SPEED FILM, [illegible] 100° Daylight-loading, unlabeled, fully guaranteed [illegible] 89c

ROLL FILM ADAPTER [illegible] for 2¼x3¼ [illegible] $ 9.95
For 4x5 Graflexes $10.95
For 3¼x4¼ or 4x5 Graphics $11.50

GEO. LEVINE'S SONS CO.
44 BROMFIELD STREET
BOSTON 8, MASS. HA 6-6267

EARN MORE MONEY
WITH AN EXCITING CAREER IN
PHOTOGRAPHY

PORTRAIT, COMMERCIAL,
RETOUCHING, CAMERA REPAIR,
NATURAL COLOR (Carbro & Dye Transfer),
AIRBRUSH TECHNIQUE
FREE JOB PLACEMENT SERVICE
Approved for Vets
Write for Free Booklet LN
Housing Accommodations Secured

GERMAIN
SCHOOL OF PHOTOGRAPHY
225 Broadway, N.Y.C. WO 4-4550
"The School of Personalized Instruction"

Working With One Model

(*Continued from page* 47)

herent sensitivity of the female to the intimate details of her grooming. A change in makeup or coiffure, trivial as it may seem, can transform completely the mood of your model and the effect of the picture.

Through more significant changes (for example, costume, pose, and location), one model can provide the source for a wide range of photographs. If she is blessed with an attractive figure and a colorful bathing suit, as mine was, the beach will suggest itself as a natural background for many shots. Because there is so much gaiety and glamour attached to the beach, ideas for photographs on such locales are as numerous as sand fleas, and color is particularly fun to experiment with there.

Color is a part of photography that sometimes is overlooked by amateurs who are trying to get a little diversity in their picture taking. By switching from black-and-white to color film, one often can obtain the added variety he is looking for. By working with different media, a photographer can keep his hobby up-to-date and in a healthy state. Color requires careful consideration on the part of most amateurs, and best results can often be obtained if you have a model who knows your procedure and will cooperate in producing a set of fine pictures.

When taking color at the beach I usually use Kodak Ektachrome film, a clear flashbulb, and a CC-23 compensating filter over the lens to combat the slight blue haze. Your choice of compensating filter, of course, will vary with atmospheric conditions. [*The Kodak CC-23 compensating filter is no longer available. In the new Kodak series, the CC-10 compensating filter takes its place.*—Ed.] Such a filter produces a delectable sun tan if caution is used in keeping the bulb at a safe distance from the model. Otherwise, she is apt to look like an embarrassed Indian. Sand and rugged rock formations are fully as effective as backgrounds for fashion shots as they are for cheesecake, so be sure to take along several changes of costume and some props. If, in the course of the day, you run low on inspiration, don't overlook the fact that your model may have dreamed up something while sitting around with neck arched and chest expanded. She will be flattered if you ask for her ideas; if she can't contribute a prize-winning thought right off the bat, at least her appreciation of your difficulties will be increased.

You probably have already pegged for future use every rail fence, deserted house, and picturesque garden in your county as a potential site for shooting fashion pictures. A favorite location of mine is the once-elegant but now desolate Baldwin Park estates near Arcadia, Calif. It offers a rare combination of privacy, striking backgrounds, and an atmosphere of mystery and nostalgia. Abundant overhead foliage forms a natural filter, and the lighting is ideal. However, one shouldn't depend entirely upon natural settings for his stimulus—there is a tremendous creative satisfaction in conceiving and executing simple indoor sets. Discreet selection and adroit use of props for contrast often can point up the model or her costume to new advantage. Keep an eye open for objects of topical interest or pleasing texture that might be incorporated into a composition, or set the mood for one. A *papier-mache* parasol, paper lantern, or a remnant of fabric that drapes nicely—each may be the added fillip needed to animate a design.

Mirror pictures involve a few technical problems. By using a model who knows how you work, you can concentrate on setting up the shot without worrying about your fair subject becoming bored or impatient.

Planning pictures that tell stories offers limitless opportunities for experimentation. Merely presenting a pretty girl is meaningless; to really click, your composition needs a fundamental and well-defined idea to spark it. You might try your hand at illustrating such phrases as "now, see what you made me do!" (vehemence), or "I wish I had a cigarette." (pathos); here the interests, hobbies, or career of your model also may afford topical inspiration. If she has no natural aptitude for dramatic interpretation, painstaking direction is a requisite, and you may find "mirror practice" a definite help in summoning mobility of expression.

If you were shooting three red apples

THE JULY COVER

Drying off after a swim, the bathing girl on this month's cover was posed and photographed by Edward Shuster at Castle Rock, near Malibu Beach, Calif. The camera used was a 4x5 Crown Graphic, equipped with a 5½-inch Ilex Paragon f/4.5 lens. Shuster used sunlight for backlighting and a Press 25 flashbulb for balancing the shadow area. The bulb, placed according to calculations based on readings with a Norwood light meter to give a 2-to-1 lighting ratio, was held 9 feet from the subject, comely Audrey Taft. To combat the slight blue haze usually found at the beach, a Kodak CC-23 compensating filter was used over the lens. For this picture, an exposure of 1/50 second at f/6.3 on Ektachrome Daylight Type color film was used by Shuster, author of the accompanying article. His lovely model is the same girl appearing in all the story illustrations.

or a sack of potatoes, you could shove, prod, and haul with no regard except for the technical aspects involved. Working with another human being introduces complications, particularly when the relationship is as intensely personal as that between photographer and model. As mutual respect, consideration, and a sympathetic interest are established, there is less tendency toward strained or "posed" pictures; your model is more at home in front of the camera—and with you. Choice of lighting becomes automatic, and ease in control of pose and expression develops as you work with her over a period of time.

Changing models means added time and effort expended in schooling yourself to the reactions of each individual, in combating the same tensions over and over again, and learning the model's better camera angles. That time and energy are released for creative purposes when you stick with one girl and one camera until the capacities of the combination are fully explored. The excellent working atmosphere achieved under these simplified conditions cannot help but make for better pictures.—▶

The Figure in the Picture

(*Continued from page* 51)

that the best position is usually neither directly in the center, nor too close to an edge. When you have found a suitable spot, take your picture.

Don't confine yourself to one exposure of a particular subject. The composition that looks best on the groundglass is not always the one that looks best on the enlarging easel. Having taken a series of photographs in one direction, look in the other direction. You'll be surprised how many times you'll find a good scene there. By making a point of examining each subject from both sides with the object of making two pictures instead of one, it will become a habit, and your output of successful pictures will be increased. Although entirely different pictures which are worth taking from the same location may be obtained by the same lighting, in many cases you will have to make a note of the location and return again when the lighting is right for the second direction.

When this composition is used for informal portraits, the large figure does not lead the eye into the background composition by the direction it is looking, but dominates the entire scene. The background movement, in fact, leads the eye to the large figure. When shot as a small figure, it is difficult to draw the line between a photograph taken as a study in movement or design and a portrait. Perhaps it is sufficient to say that if the figure is recognizable at a glance, it is a portrait.

In any event, you will find that a figure, big or little, in a photograph can create interest, suggest motion, or give a feeling of third dimension. Such a picture will be as good ten years from now as it is today. Keep this in mind. You'll be glad you did.—▶

NEW 1951 MODEL!

NORWOOD Director

INCIDENT LIGHT EXPOSURE METER

Model "C"

NOW ONLY

$31.95 Incl. Fed. Tax

Including GRID and DISK

With the Patented PHOTOSPHERE* for Determining Correct Exposure

With the Patented PHOTODISK* for Contrast Control

With the Patented PHOTOGRID* for Measuring Brightness Range

Now the Norwood Director Exposure Meter is more complete than ever before. Hitherto, the *Photodisk* and the *Photogrid* were sold as separate accessories. Now they are included along with the *Photosphere* and are offered to you at a total new low price of $31.95, complete. The Norwood Director, with the patented *Photosphere*, determines exposure the modern way by integrating and collecting all INCIDENT light falling on the subject, and it gives you an accurate reading that results in perfect exposure everytime. With the *Photodisk* and *Photogrid*, interchangeable with the *Photosphere*, you have the added advantage of controlling contrast and measuring the brightness range. There will be a great rush for the Norwood Director at this low price . . . hurry to your dealer's today.

Other Outstanding Features of the 1951 Norwood Director

- Full Light Range . . . from 2 to 30,000 candles
- Swivel Top . . . for easy, accurate readings
- Versatile . . . integrates light from any direction
- Simplest . . . just a fingertip setting, that's all
- Ideal for Color . . . saves film, saves precious scenes

Only $31.95, including tax, with Photosphere, Photodisk, Photogrid, Instruction Manual, Registration-Guarantee Card, ASA Indexes, and Calibration Certificate. At your Dealer's, or write for FREE Booklet, "Correct Exposure Determination."

*Reg. U.S. Pat Off.

DIRECTOR PRODUCTS CORPORATION

521 FIFTH AVENUE • NEW YORK 17, N. Y.

NATIONAL DOES IT BEST
AMERICA'S FINEST FINISHING FACILITIES FOR PHOTO FANS
Our Guarantee
PICTURES THAT PLEASE OR YOUR MONEY BACK
35mm Positive
PROJECTION SLIDES
FROM ANY SIZE NEGATIVE OR PRINT
5¢ each — From 35mm Film, unmounted 10c mounted
25¢ each — From negs. larger than 35mm 40c from prints
In cardboard mounts or in strips. Each slide individually exposed by photoelectric method on safety film.
35 MM Fine Grain DEVELOPING
36 Salon Quality 3¼ x 4½ ENLARGEMENTS $1.75
Quick, quality service for the photo fan who isn't satisfied with ordinary finishing. A trial order will convince you that National does it best!
ROLL FILM Fine Grain DEVELOPED ENLARGED
Superior Quality Finishing
120 Rolls — 12 exp., each 4x4 — $1.15
116, 120, 127 — 16 exp., ea. 3¼x4½ — $1.25
Any 8 exp. Roll, ea. 3¼x4½ — 85c
All Reprints — 7c each
$4 COLOR VALUE — $2.50
Any Size
ANSCO COLOR FILM or EKTACHROME Processed
Plus 3 4x5 COLOR PRINTS — (35mm mounted)
Both for only $2.50
35MM ANSCO COLOR RELOADS
20 exp. — $1.10 — 5 for $5.00
Write today for FREE MAILER, samples, complete Price List!
DEALER INQUIRIES INVITED
Write on letterhead!
RAPID SERVICE!
NATIONAL PHOTO LABORATORIES
NEW HYDE PARK 85, N. Y.

NEW SWIVEL SCRU-POD
Holds any size or weight camera in any position.
SCRU-POD gives advantages of TRI-POD PLUS TILT-HEAD for only $4.95
Clamps to furniture, car window, railings, etc.
Rubber padded... will not scratch.
10-day money-back guarantee. Send check or M.O. to avoid C.O.D. charges.
Dealers write for literature
F. BIEL CORPORATION
129 PEARL ST., DEPT. A, NEW YORK 5, N. Y.

New BOOKS

HOW TO ORGANIZE A COMMUNITY FILM INFORMATION CENTER by Charlesanna Fox. Published by the Film Council of America, 6 West Ontario St., Chicago. Paper bound, 8¼x11, 16 pages, $0.15.

This is the fourth in a series of eight how-to-do-it pamphlets designed to assist local film councils and other groups in developing better facilities for audio visual communication in their respective communities. In this booklet the author describes in simple, concrete fashion, how a film information center can be established in any community and outlines the services it can render. The pamphlet also contains listings of selected film catalogs, bibliographies, books, pamphlets, and periodicals in the audio visual field. Other booklets in this series are: "How To Form A Film Council" by Glen Burch; "How To Obtain And Screen Films For Community Use" by Cecile Starr; "How To Conduct A Survey Of Community Film Needs And Resources" by Rex M. Johnson; "How To Organize And Conduct Community Film Workshops" by Louis Goodman; "How To Conduct A Community Film Forum" by Robert H. Schacht; "How To Evaluate Films For Community Use" by Robertson Sillars; and "How To Organize A Film Festival" by Virginia Beard and R. H. Nissely. The entire series of eight pamphlets costs $1.

TABLE-TOP PHOTOGRAPHY by Henry G. Russell. Published by The Fountain Press, Transatlantic Arts, Inc., New York. Cloth bound, 5x7¼, illustrated, 84 pages, $1.80.

Here's an interesting little volume that both the beginning and advanced table-top photographer will find useful. Almost every aspect of table-top photography is treated in this book. The author covers the steps of planning, figure modeling, practical perspective, and photographic considerations.

PERFECT NEGATIVES by B. T. J. Glover and G. L. Wakefield. Published by The Fountain Press, Transatlantic Arts, Inc., New York. Cloth bound, 5x7¼, illustrated, 128 pages, $1.80.

This book, a new edition recently made available in the United States, was written primarily for beginners. Avoiding unproved theories, it lays down the principles underlying the production of perfect negatives.

THE ACL MOVIE BOOK — A GUIDE TO MAKING BETTER MOVIES. Published by Amateur Cinema League, Inc., New York. Paper bound, 5½x8, illustrated, 312 pages, $3.

This book is offered as an aid to filmers who want to make better movies and who are willing to read, study, and learn as a means to that end. The product of more than 20 years of experience with amateur movie makers and their interests, this volume combines the trained advisory skills of the ACL's consulting staff with first-hand know how of practicing filmers.

LIGHTNING-FLASH
"The Proven Electronic Flash Unit"

CHOSEN BY
THE QUEEN ELIZABETH
After thoroughly testing most products on the market, Ocean Pictures, Ltd., official photographers for the Cunard Lines whose famous ocean going liners include "Queen Elizabeth," "Queen Mary," "The Mauretania" and "The Caronia," adopted "LIGHTNING-FLASH" as the preferred Electronic Flash equipment! As many as 3500 flash pictures are taken on one round trip (the equivalent of one year's normal flash use). "LIGHTNING-FLASH" proved itself top-in the field in beauty and performance, regardless of conditions.
At Your Dealer—or Write
EPCO PRODUCTS, INC.
2569 Atlantic Ave. Brooklyn 33, N. Y.

WANTED
All Types of
USED CAMERAS
Amateur and Professional Still and Movie Cameras, Sound and Silent Projectors
NEEDED for EXPORT
TOP PRICES PAID
Send Complete Description—
Our Cash Offer by Return Mail.
Box 360 POPULAR PHOTOGRAPHY
350 Fifth Ave. New York 1, N. Y.

Atkinson
FOR THE FINEST
COLOR PROCESSING PRINTING
EKTACHROME, ANSCO & EKTACOLOR PROCESSING
DYE-TRANSFER COLOR PRINTS
Atkinson LABORATORY
Write for prices or send film
7273 Santa Monica Boulevard
Hollywood 46, California
Dept. A

LEARN Professional
PHOTOGRAPHY
The Proven Woodard Way
One of America's finest schools—offering complete courses in all phases of photography. Fully approved for G.I. Training. Write for Free Literature.
WOODARD School of Photography
81 S. Second Memphis, Tenn.

SUCCESSFUL PORTRAITURE by Robert H. Goodsall. Published by The Fountain Press, Transatlantic Arts, Inc., New York City. Cloth bound, 5x7¼, illustrated, $1.80.

This book is the fourth edition of a volume recently made available in the United States. It gives answers to the following portraiture problems: the minimum desirable requirements for portrait photography; how to make a portable background; how to ensure success when taking outdoor portraits; how to improve the quality of a north light when taking a photograph; the points to watch when posing; the best manner in which to treat profiles; how to produce candid child portraits; and how to retouch negatives and prints.

BABY AND THE CAMERA by George L. Wakefield. Published by The Fountain Press, Transatlantic Arts, Inc., New York. Cloth bound, 5½x8½, profusely illustrated, 80 pages, $2.50.

A new edition of this book has recently been made available in the United States. It imparts much practical advice to those who want to make life-like baby portraits instead of the insipid snapshots which often fill the family album. All suggestions offered have proved their worth in practice and will enable the novice to avoid the usual pitfalls.

16-MM SOUND MOTION PICTURES by William H. Offenhauser, Jr. Published by Interscience Publishers, Inc., New York. Cloth bound, 6x9, illustrated, 580 pages, $10.

Here is an authoritative technical manual covering all phases and aspects of the 16-mm field and its applications. This guide will prove helpful to the professional in 16-mm film technology and to the same degree will provide guidance to the ever-growing number of hobbyists using this medium in any of its many forms.

THE TRUCK BOOK, with text by Margaret and Stuart Otto and photographs by Ellen Conried and others. Published by William Sloane Associates, Inc., New York. Cloth bound, 10¼x7¾, profusely illustrated, 64 pages, $1.50.

This book is all about trucks. The pictures and descriptions tell what each is called, where it is going, what it is doing, and how it works.

ABC'S OF PHOTOGRAMMETRY. Volume I—Fundamentals—by Gomar T. McNeil; Volume II—Tilt and Control Extension—by Ralph O. Anderson. To place orders write to ABC'S of Photogrammetry, P. O. Box 1550, Washington 13, D. C. Cloth Bound, 5½x8¾, $6 for both volumes or $3 for each.

Photogrammetry is the science or art of obtaining reliable measurements by means of photography. The authors prepared these two volumes with the idea in mind that if the fundamentals of photogrammetry were fully understood by means of elementary graphics and mathematics, aspiring photogrammetrists and specialists in related fields could be benefited by the following: (1) a simple procedure to solve numerous problems without the need for elaborate equipment; (2) a familiarization of the basic concepts as an introduction to photogrammetric instrumentation; (3) a broader aspect of the problems, requirements, and specifications involved in photogrammetry.

Share your color slide thrills the easy way with the GoldE projection team. The GoldE Blower-Cooled Manumatic plus your 35mm or bantam color slides (mounted in GoldE Snap-It or Bantam slide binders) creates sparkling, detailed wall-sized pictures.

The Manumatic, complete with lamp and custom tweed carrying case—**still your best buy** at only $64.48 *Write for free bulletin No. 451A.*

Light weight aluminum Snap-It and **Bantam Binders**, dustproof, precision made, the world's lightest all metal binders.
Box of 20, complete with micro glasses and title labels, only $2.15
Box of 100 $9.95

GOLDE MFG. CO.
1222E WEST MADISON ST., CHICAGO 7,
For 25 years, pioneers in projection!

Now! **For the *Amazing* LOW PRICE of $19.95**
You Can Get a TELEPHOTO or WIDE ANGLE LENS for Your ARGUS C-C2-C3 or KODAK 35 CAMERA

THE GREATEST 35mm AUXILIARY LENS VALUE IN THE PHOTOGRAPHIC FIELD!

GRUENEX TELEPHOTO brings subject approximately two times closer to camera. RAYDEX WIDE ANGLE virtually doubles your picture field. Exacting quality at a price you can afford. Prefocused, coated, color-corrected, and balanced to assure well defined, distortion-free pictures. Just sight and shoot. No adjustments necessary. Fits over and uses same exposure increase as normal lens. Available for most 35mm cameras, also 8mm and 16mm movie cameras. See your dealer or write us, Dept. J-7, for literature.

$19.95
*Plus Fed. Tax

MANSFIELD INDUSTRIES, INC., 1227 LOYOLA AVE., CHICAGO 26, ILL.

4 Careers in PHOTOGRAPHY

Men and women graduates of the school's 24 month professional courses, have profited from the BROOKS system of teaching.

The TECHNIQUE, ARTISTRY and BUSINESS of Photography are essential to success.

Now, LEGAL PHOTOGRAPHY, the new course acclaimed by investigators, opens a new career field.

For those qualified, specialization courses require less time.

APPROVED FOR VETERANS
CO-EDUCATIONAL

- ILLUSTRATION
- PORTRAITURE
- JOURNALISM
- ★ LEGAL *Photography*

WRITE FOR BOOKLET B-12

BROOKS INSTITUTE OF PHOTOGRAPHY

SANTA BARBARA CALIFORNIA

Where the Mountains meet the Sea

Senior NuAce Mounting Corners, in black and 8 other colors, are ideal for 5 x 7 and larger prints. Also regular and junior size in black and colors. Also transparent corners for small and *color* prints. 10¢ per pkg. at drug, camera, 5 and 10, department and stationery stores.

ACE ART CO., READING, MASS.

QUICK . . . NEAT . . . SECURE

NUACE MOUNTING CORNERS

High-speed developing is of greatest value to news cameramen. J. Heslop's shot (above) and the one by Ross Welser (right) were made for the *Salt Lake City Tribune-Telegram*, developed 90 seconds in Ethol 90.

90 SECOND DEVELOPER

By NORRYLE ENGLISH

A new one-solution formula is fast-acting and produces negatives of medium-fine grain

PHOTOGRAPHERS have dreamed, for many years, of developers that would act fast and still yield finegrain negatives. Thus far some compromise always has been necessary—fast action has been achieved only at the cost of coarser grain structure, fine grain has been produced only with slow-working formulas. Now a new developer promises to provide fast processing without any great sacrifice of other desirable qualities. It is Ethol 90, which has been undergoing practical tests in press, commercial, and advanced-amateur darkrooms for the past year.

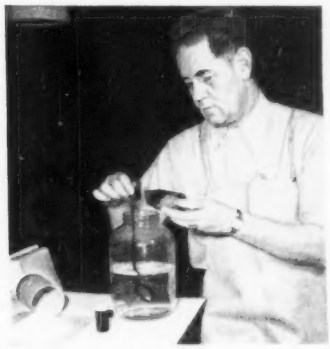
The man who has found a clue to this obstinate riddle is Leonard A. Robbins, a Salt Lake City, Utah, commercial photographer. His Ethol 90 is the result of more than seven years of painstaking experimentation.

Photographers and chemists who have tested Ethol 90 under both normal and unusual conditions report that it has the advantages of speed, reduction of grain, long life, versatility, and clean working properties. At a temperature of 68 F, average development time is 90 seconds!

The new developer offers versatility. Overdevelopment is accomplished in from three to five minutes, and the span of working temperatures ranges from 40 to 90 F, with appropriate allowances in time. Ethol 90 requires only average care in processing, and to date no skin discolorations or eruptions due to its use have been reported. The long life of this developer permits up to 3,000 square inches of film to be normally processed without any increase in development time. Replenishment is satisfactorily accomplished by adding fresh solution of normal strength to the used portion. In

a stoppered full gallon bottle, the formula reportedly loses no noticeable degree of effectiveness over a six-month period.

News photographers, and other cameramen to whom speed is important, are expected to derive the greatest benefits from Ethol 90, although amateurs will be thankful for the saving of time which Robbins' formula makes possible. Newspapers in several states have ordered the developer after using samples sent out by Robbins. One Salt Lake City newspaper processed 20,000 4x5 negatives without failure, and a Salt Lake City photographer dilutes Ethol 90 1 to 1, and uses it for developing prints. Some sports photographers report results with Ethol



The inventor of Ethol 90 is Leonard A. Robbins, a commercial photographer who spent seven years perfecting his formula.

90 to be as good as those gained with their previous developers.

As Robbins explains it, "Ethol 90 is a new combination of eight common chemicals, carefully balanced. Before now, fast-acting developers used hydroxides and caustic alkalis to increase activity of the solution, but alkalinity shortened the useful life of the developer. Ethol 90 does not rely on caustic alkalis or hydroxides for its speed. It has less than half as much sulfite content as most finegrain developers.

"More technically, speed plus finegrain is gained by applying the principle of using an inorganic alkaline agent in combination with an aliphatic amine—the latter acts as a buffer, and at the same time contributes to both a slight increase in shadow detail in the negative and prolonged life in the developer. After years of testing, I found the exact combination needed to produce normal negative contrast with increased speed. Ethol 90 thereby has an advantage over other fast-acting developers."

Though details of marketing Ethol 90 are in progress at this time, the formula is not yet nationally distributed. Present plans call for the product to appear in compartment containers. Mixing the dry chemicals and the fluid chemical in ordinary tap water is a simple process. Robbins and his testing groups confidently predict that when the formula has been nationally used it will satisfy the wide demand for an ideal developer.—

Summer Sale!

Abe Cohen's Exchange offers LENSES and ACCESSORIES at Lowest Prices of the Year

Choose the lens or accessory you need from this special Summer offering from Abe Cohen's Exchange. We've marked all prices way down to make this our most attractive offering of the year. Every item is sold on a 10 day, free trial basis. We have hundreds of other items in stock so drop us a card if you don't see what you want. You'll get a prompt reply.

USED LENSES

4" Voigtlander Scopar F4.5 in compur shutter		$ 22.50
4" Xenar F4.5 in compur shutter		19.50
4" Wollensak F4.5 ctd. Alphax shutter	L.N.	25.00
4" Optar F4.5 ctd. Graphex shutter	L.N.	27.50
4" Ektar F4.5 ctd. Flash Supermatic	L.N.	39.50
4¼" Xenar F3.5 in compur shutter		35.00
4¼" Tessar F4.5 in compur shutter		27.50
5" Tessar F6.3 with Solenoid, compur		24.50
5¼" Scopar F4.5 in compur shutter		29.50
5¼" Trioplan F4.5 in compur shutter		27.50
5¼" Zeiss Tessar F4.5 compur shutter		32.50
5½" Rodenstock F4.5 in compur shutter		29.50
6" Tele Megor F5.5 for Exakta B		42.50
6" Zeiss Tessar F4.5 in sunk mount		29.50
6½" Tessar F2.7 in barrel		45.00
6½" Ilex Paragon F4.5 ctd., Univ. shutter	L.N.	52.50
6½" B & L F4.5 in barrel		29.50
7½" Kodak F4.5 Lens in barrel		29.50
8" Ektar F7.7 coated Flash Supermatic	L.N.	57.50
8½" Wollensak Raptar F4.5 coated, Alphax Synchro	L.N.	85.00
8½" B & L F4.5 in barrel		39.50
9½" Wollensak F4.5, optimo shutter		42.50
10" Tele Megor F5.5 Telephoto lens in barrel		67.50
10" Zeiss Tessar F3.5 in barrel		75.00
12" Wollensak F4.5 Studio shutter		49.50
12" Commercial Ektar F6.3 coated Univ. shutter		145.00
12" Turner Reich F6.8 Betax shutter	L.N.	170.00
12" B & L F4.5 in barrel		89.50
12" Ilex F6.3, Acme shutter		49.50
12" Symmar F6.8, compound shutter		72.50
12" Ektack F6.8, compound shutter		69.50
12" Goerz Dagor F6.8, Acme shutter	L.N.	195.00
12" Heliar F4.5 in barrel		115.00
12" Conley F4.5 Studio shutter		49.50
15" Turner Reich F7.5 Betax shutter	L.N.	160.00
16½" Heliar F4.5 in barrel		125.00
17" Ross F5.4 Telephoto in barrel		62.50
24" B & L F6.8 Telephoto in barrel		69.50
24" Dallmeyer Dallon F5.6 Telephoto in barrel		115.00

Ventilate Your Darkroom with a HIGH-SPEED DOUBLE EXHAUST BLOWER
Changes air in an average size room every five minutes. Works on 110 volts, A.C. Weighs only 11 lbs.
Reg. $18.50 SALE PRICE $9.95
(F.O.B., N. Y.)

New, and Completely Different
The GRAFMATIC FILM HOLDER
For Graphic and Graflex 2¼ x 3¼ cameras. Accommodates 6 sheets of cut film. Changes sheet film in a jiffy. Simple to use, automatic signal tells you when film is ready and when all exposures have been completed.
Only $15.95 (postpaid)

NEW LENSES AND ACCESSORIES FOR KINE EXAKTA

40mm Hugo Meyer F4.5 W.A.	$89.50
50mm Tessar F3.5 coated	32.50
105mm Pant Britar F4.5 ctd.	59.50
135mm Xenar F3.5 coated	89.50
135mm Zeiss Tristar F4 coated	79.50
Extension tube set, (3 tubes and adapter)	15.95
Microscope Adapter	19.95
Prismatic eye level finder	38.95

USED LENSES FOR LEICA

35mm Summarion F3.5 W.A.	L.N.	$ 97.50
50mm Elmar F3.5		37.50
50mm Elmar F3.5 coated	L.N.	47.50
50mm Wollensak F3.5 ctd.	L.N.	35.00
50mm Summar F2		47.50
50mm Sonnar F1.5 coated		85.00
50mm Hektor F2.5		29.50
73mm Hektor F1.9		110.00
50mm Thambar F2.2		125.00
90mm Elmar F4 coated		95.00
90mm Elmar F4 chrome ctd.	L.N.	110.00
135mm Hektor F4.5 coated		110.00
150mm Tele Megor F5.5		79.50
200mm Telyt F4.5 uncoupled		89.50
Imarect Universal Finder	L.N.	39.50

USED LENSES FOR CONTAX

35mm Biogon F2.8	L.N.	$135.00	85mm Tristar F4		$ 79.50
50mm Tessar F3.5 coated		42.50	85mm Sonnar F2		165.00
50mm Sonnar F2		45.00	135mm Sonnar F4		125.00
50mm Sonnar F1.5		79.50	Universal Finder Revolving type	L.N.	47.50

MISCELLANEOUS ACCESSORIES

	Reg.	Sale
2¼ x 3¼ Graflex (12 septum) cut film magazines — shopworn, special		$12.50
#2 Crown 3 section wooden tripod	$19.75	12.95
3 section light stand	3.95	2.95
4 x 5" Printing Frames	.85	.49
3¼ x 4¼" Printing Frames	.75	.39
2½ x 3½ Printing Frames	.65	.29
Edwards coated Magnifinder for Reflex Cameras	7.50	4.95
Eiteris Combination Sunshade and Filter holders for Leica with Summar F2 lens — Formerly	3.50	1.69
Mounted optical glass screw-in filters for Argus C3 (Hazel, red, blue, yellow, orange, chrome) Flashi	3.37	2.15
Electronic Interval Timer AC	27.50	12.50
Marco Retouching Desk	11.75	8.95
Airap double 6 x 9cm film holders	3.25	.98
8x10 Montage outfit	4.00	1.75
Acom Safelite with filter	3.26	1.57
Elkay Water Filter	3.50	2.69
Focus Rite (for Enlarging)	Special	1.47

ABE COHEN'S EXCHANGE, INC.
THE HOUSE OF PHOTOGRAPHIC VALUES
142 FULTON STREET • NEW YORK 7, N. Y.

WANTED: COLOR PICTURES
This 12-year-old agency markets your work to editors, advertisers, etc. We have a growing demand for good transparencies, all subjects, at prices up to $1,000. Inquiries invited.
FPG 219 E. 44th St., New York 17, N. Y.

Thrilling Work COLORING PHOTOS at Home
Fascinating hobby and vocation learned at home by average man or woman who is artistic-minded. Work full or spare time. Modern method brings out natural, life-like colors. Many have earned while learning. FREE BOOKLET tells how to get started doing this delightful home work for photographers, stores, individuals and friends. Send today for your copy. No obligation.
EASY TO LEARN
NATIONAL PHOTO COLORING SCHOOL
1115 S. Michigan Ave., Dept. 226B, Chicago 5, Ill.

EXCLUSIVE FINE GRAIN

35MM Kodak, Leica Argus, Perfex, etc.

	20 Ex.	36 Ex.
"STANDARD" 21x31¼ glossy	$1.25	$1.75
"SUPER" 21x31¼ matte	1.75	2.50
"SPECIAL S" 21x31¼ glossy	1.75	2.50
"SPECIAL M" 21x31¼ matte	2.00	3.00

Photo-cell controlled Positives and Contact Strips

35MM. MERCURY

	35 Ex.	65 Ex.
"STAR" 21x31¼ glossy	$1.75	$2.95
"POPULAR" 21x31¼ glossy	2.25	3.85
"SUPER" 21x31¼ matte	2.50	4.25
"SPECIAL S" 31x5 glossy	2.50	4.25

ROLL FILMS

8	4x6	65c
12	4x4	95c
16	3¼x4¼	

Many other sizes incl. Ansco.

MORAN COLOR PRINTS
Custom processed on the new improved PRINTON from ANSCO Kodak or Agfa transparency

2¼x3¼	$ .50
3x4¼	.85
4x5	1.00
5x7	2.00
8x10	3.00
Color film dev.	1.00

Mail your films with confidence or write for complete price list, mailing bag and order form.

AMATEUR FOTO GRAPHIC SERVICES, INC.
126 W. 46th ST., NEW YORK 19, N. Y. — Dept. S

To Professionals . . .
LIGHTING & ENLARGING EQUIPMENT
Mean
SALTZMAN

ENLARGERS

- Rigid Cast Iron Base
- Easy "up and down" motion
- Adjustable Legs
- Convenient handwheel for accurate lens setting
- Protractor to record tilt of lens board
- Iris Diaphragm Lens Holder
- Built-in adjustable masks
- All-metal Mercury Vapor Lamp House

VISIT OUR SHOWROOMS

Distributor for
ASCOR SPEEDLIGHTS

Send for Catalog A
48 Pages Chock Full of Professional Photographic Equipment

MODEL 30 W
For negatives up to and including 5 x 7". Other models available

Headquarters for Professional Photographic Equipment Since 1920
J. G. SALTZMAN, Inc.
480 Lexington Ave. • New York 17, N. Y.

FILM & TV Careers
REGISTER NOW!
Only a Limited Number of Students Can be Accepted. Professional Instruction! Students Actually Produce! Practical Courses: Cameras; Lighting; Directing; Sound; Writing; Editing.
Day or Evening. Co-Ed. G.I. Approved. Write for Booklet "PP".
NEW INSTITUTE
FOR FILM AND TELEVISION
29 FLATBUSH AVE., B'KLYN. 17, N. Y.

one COLOR PRINT
absolutely
FREE
with every Ansco Color or Ektachrome Roll we process
Color Film Processing—$1.00
COLOR PRINTS 3 for $1.00
Full Price List on Request
NASH COLOR SERVICE
P.O. Box 288—Cooper Sta., N. Y. 3, N. Y.

Bass SWAPS A GOOD TRADE

Poor old Bass is on the spot
But though things are getting "hot"
He's proceeding, unafraid
To arrange a camera trade!
He'll be glad to swap with you;
For your old stuff, he will trade new
Write him at once, make your demand
And get the best swap in the land.

Charles Bass
President

*Ask for your free Bass BARGAINGRAM

Bass Camera Co
179 W. MADISON ST.
CHICAGO 2, ILL.

It's a Dog's Life

(*Continued from page 37*)

meaning through clever editing, while Bright first visualized Mickey in some amusing circumstance, then got together the necessary props and posed the dog in a manner that told the story. Here's an idea for the creative amateur who is fed up with shooting routine subjects. He can use it for single pictures or for making sequences. Both can be made up into an album that will interest and entertain all who see it. For example, Bright's pictures would readily lend themselves to the album treatment, and

Bright, ready to make a color shot of Mickey, holds a bit of food in his left hand to control expression in dog's eyes.

his general title for the presentation might be "Mickey the Mischievous!" The amateur is missing a bet if he doesn't take advantage of the idea—for his own amusement, if not for sale to local newspapers, magazines, and supplements. The subject need not necessarily be a dog, as the basic idea could be carried out with other kinds of pets, or even a small child.

John Bright does not consider himself a professional as yet, but he hopes some day to be working at magazine and advertising color photography. Though he just finished high school last spring, this teen-ager has combined his ingenuity and camera know-how to produce pictures that give stature to his amateur standing. For his salon work he uses 35-mm Kodachrome in an Argus C-3, but his dog pictures reproduced here are some of the many amusing shots he has made with a 4x5 B and J Speed Press camera and Kodak Ektar f/4.7 lens on Ektachrome sheet film. He has been doing his own processing for the past few months. His achievement provides a challenge to other camera owners who have not yet recognized what can be done with ordinary equipment at home.

Every photographer wants to show his pictures. Unless he has patient friends he soon exhausts his reasons for displaying his work. However, Bright has proved that a little originality, an appealing subject, a sense of humor, and the camera can be combined to produce pictures that are fun to make and more fun to look at!—▶

Calendar of PHOTOGRAPHIC EXHIBITIONS

*Conducted according to the recommended practices of Photographic Society of America.

1950 International Southwest Salon of Photography*, Southern California Association of Camera Clubs and San Diego County Fair, San Diego, California.
On exhibit at San Diego County Fair, June 30 to July 9.

South Shields International Exhibition of Pictorial Photography, South Shields Photographic Society, Durham, England.
On exhibit at South Shields Public Library, July 8 to 29.

Memphis Pictorialist Photographic Salon, Memphis Pictorialists, Memphis, Tennessee.
On exhibit at Brooks Art Gallery, Memphis, July 2 to 30.

III International Photographic Art Exhibition, International Federation of Photographic Art, Salzburg, Austria.
On exhibit at Klagenfurt, Austria, June 27 to July 23, and at Innsbruck, Austria, July 30 to Sept. 30.

Fifth Gateway to the North International Exhibition of Photography, Edmonton Exhibition Association, Edmonton, Alberta, Canada.
On exhibit at Edmonton Exhibition Grounds, July 17 to 22.

3rd Dixie International Exhibition of Pictorial Photography*, Dixie Camera Club, Atlanta, Georgia.
On exhibit at High Museum of Art, Atlanta, Ga., July 2 through 16.

8th Calgary Stampede Salon of Photography, Calgary Exhibition and Stampede, Calgary, Alberta, Canada.
Closes June 26.
Entry fee $1, four prints allowed.
On exhibit at Art Gallery, Victoria Park, Calgary, July 10 through 15.
For information and entry blank write Calgary Exhibition and Stampede, Administration Bldg., Victoria Park, Calgary, Alberta, Canada.

Second Hawaii International Color Slide Exhibit*, Hawaii Color Pictorialists, Honolulu, Hawaii.
Closes June 30.
Entry fee $1 for four slides.
On exhibit at all principal islands of Territory of Hawaii.
For information and entry blank write Fred K. Ishihashi, P. O. Box 1135, Honolulu, Hawaii.

IV Salon International de Photographie, Camera Luxembourg, Grand Duchy of Luxembourg.
Closes July 1.
Entry fee $1 for each of two sections, four entries allowed in each section.
On exhibit at the Municipal Palace of Luxembourg Sept. 1 to 12.
For information and entry blank write George Steil, Salon Secretary, Case Postale No. 174, Luxembourg.

Third International Exhibition of Pictorial Photography in Denmark, Society of Photographic Art, Havdrup, Denmark.
Closes July 3.
Entry fee $1, four prints allowed.
On exhibit at Charlottenborgs Art Exhibitions Bldg., Copenhagen, Aug. 13 to 25.
For information and entry blank write Aage Remfeldt, Havdrup, Denmark.

Sixth Salt Lake International Color Slide Exhibit*, Salt Lake Photo-Chrome Club, Salt Lake City, Utah.
Closes July 6.
Entry fee $1, four slides, 2x2 to 2¼x 1¾, allowed.
On exhibit at Salt Lake City, Ogden, Provo, and Logan, Utah.
For information and entry blank write Joseph H. Hill, 2285 Windsor St., Salt Lake City 6, Utah.

learn the full joy of making better pictures for slide projection!

The most dramatic and satisfying reward of your picture taking is projection in full color! Scenes come to life in vivid beauty, bringing to your home again and again the delight of color slide shows. You'll marvel how easy it is to take photos for slide projection and follow thru to the splendor of color on the screen . . . with the TDC method. Certainly it *isn't* difficult, and it's our business to see that your slide photography is the very best. Learn the pleasure of projection NOW!

THREE DIMENSION Company
4555 WEST ADDISON STREET
CHICAGO 41, ILL.

get the TDC story... it's FREE! it's fascinating and exclusive

Here are the simple but definite rules for taking superior pictures and projecting them with the perfected TDC METHOD!

THREE DIMENSION COMPANY PP 7
4555 West Addison Street
Chicago 41, Ill.
Please send me a copy of the informative booklet.
Name
Address State
City

WRITE TODAY FOR THIS BOOKLET

HOLLYWOOD Model of the Month
A beautiful Hollywood Model is selected each month and captured in 5 glamorous color poses. Send for "Miss July" Now!
Set of 5 Color Slides $2.00
Set of 5 Fine Grain Negatives 1.00
Address all orders to
JAMES J. BRADFORD
1302 Broadway Burbank, Calif.

FOR THE MODEL WIFE or SWEETHEART
Mac Pherson
MODEL BLOUSES

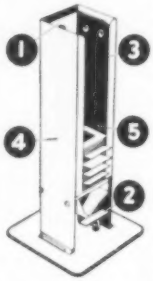
Save 50%! Order direct from Maxine MacPherson. You see these blouses on famous models painted by Earl MacPherson, America's foremost calendar artist. Now, Mrs. Mac makes them available to you. Exquisitely hand-made of fine broadcloth in California pastels with ribbons and bows to match and elastic top for one or all shoulder wear. Only $6.95 each. Worth twice that. **Send no money!** Choose colors—size—then pay postman $6.95 plus postage. Or include check, money or M. O. and we pay postage.

SEND NOW!
Maxine MacPherson, Starlit Studios, Box 387, Del Mar, Calif.
Please send me Mac-Sets in the following colors: Pink ☐ Blue ☐ Ivory Pink ☐ Sound Blue ☐ Golden Yellow ☐ Lush Spring ☐
Size
Name
Address
City Zone State
Payment: Check ☐ Cash ☐ Money Order ☐ Send C.O.D. ☐

10 COLOR SLIDES GLACIER NATIONAL PARK $1
Ten magnificent views of superb mountain scenery in colors. A terrific bargain set at $1.00. *Lists of other Slide Sets and Subjects sent with order.*
SLIDE Co. Box 1031, Canton, O.

NEW PATENTED COLOR SLIDE DISPENSER

The Kollock Ejecto is the slide dispenser you've been waiting for. Enables you to show slides in the dark and yet keep them in perfect order for the next showing. Ends messy, jumbled up slides and saves over half your storage space.



1. Slides are stored and catalogued in metal box which slips into dispenser.
2. Press the lever, out comes the slide ready to slip into the projector right side up.
3. Return the slide to the Ejecto by slipping it into the front slot and dropping on top the stack.
4. Quality material, beautiful tan satin finish. Shows either glass or cardboard slides.
5. Each box holds 150 slides with catalog tab cards.

Buy at your local supply store or order direct. Where check is enclosed we prepay all postage charges. Guaranteed satisfactory or your money refunded.

Price including Ejecto, two metal storage boxes with cover and glass slide adapter, complete $9.85

DEALERS AND DISTRIBUTORS WANTED

The Kollock Ejecto sells on sight. Gives dealer a new and profitable item appealing to thousands of color slide "bugs". Write for literature and details today.

KOLLOCK *Industries* •
241 NACOOCHEE DRIVE, N. W.
ATLANTA, GEORGIA

NEW 1950 **RAY-O-FLASH** DELUXE TRIPLE UNIT
THE LIGHTWEIGHT CHAMPION WITH HEAVYWEIGHT POWER

A STUDIO UNIT FEATURING COMPLETE PORTABILITY

Top and case of solid mahogany. Weight ONLY 12 lbs. Comes with 1 Deluxe 14" round reflector complete with flash tube, focusing bulb and stand.

Complete versatility. Use in studio, "on location" or for home photography. Flashgun available. Safe, dependable professional unit, unconditionally guaranteed.

1 FLASH EVERY 7 SECONDS

Compare price and performance with any other light unit.

SAVE BY ORDERING DIRECT

Write today for more information

COMPLETE WITH 1 LIGHT UNIT $115.00
W/2 Lt. Units, $150
W/3 Lt. Units, $185
Prices incl. tax

AMERICAN CINEFOTO CORP.
1560 B'WAY. N. Y. 19, N. Y. • DEPT. A

Second Asheville International Exhibition of Photography*, Asheville Photographic Society, Asheville, North Carolina.

Closes July 10.
Entry fee $1, four prints and/or slides.
On exhibit at Battery Park Hotel, Asheville, July 31 through Aug. 6.
For information and entry blank write Mrs. M. F. Cipar, No. 55, Woodfin Apts., Asheville, N. C.

Ninth International Salon of Photographic Art, Foto-Cine Clube Bandeirante, Sao Paulo, Brazil.

Closes July 15.
Entry fee $1, four prints allowed.
On exhibit at Galeria Prestes Maia during Sept.
For information and entry blanks write Foto-Cine Clube Bandeirante, Rua Avandahava 316, Sao Paulo, Brazil, or Jose Oiticica Filho, U. S. National Museum, Washington 25, D. C.

Third Hartford International Salon of Photography*, Connecticut Valley Camera Club, Hartford, Connecticut.

Closes July 18.
Entry fee $1, four prints allowed.
On exhibit at Wadsworth Atheneum, Hartford, Aug. 5 to Sept. 10.
For information and entry blanks write R. Le Blanc, 234 S. Quaker Lane, West Hartford, Conn.

Third Illinois, State Fair International Salon of Photography*, Photo Forum, Springfield, Illinois.

Closes July 23.
Entry fee $1, four prints allowed.
On exhibit at Illinois State Fair, Aug. 11 through 22.
For information and entry blank write George L. Cushman, 315 E. Monroe St., Springfield, Ill.

11th Annual North American International Photographic Exhibit, California State Agricultural Society and Sierra Camera Club, Sacramento, California.

Closes July 28 for prints, Aug. 10 for slides.
Entry fee $1 for prints or slides.
On exhibit at California State Fair, Sacramento, Aug. 31 through Sept. 10.
For information and entry blank write Grant Duggins, California State Fair, Box 2956, Sacramento 9, Calif.

11th Annual Vancouver International Salon of Photography*, Pacific National Exhibition, Vancouver, British Columbia, Canada.

Closes Aug. 2.
Entry fee $1, four prints allowed.
On exhibit at Pacific National Exhibition, Hobby Hall, Vancouver, Aug. 23 to Sept. 4.
For information and entry blank write Frederick Hill, Salon Director, Pacific National Exhibition, Vancouver, B. C., Canada.

Berkshire International Color Slide Exhibit*, Berkshire Museum Camera Club, Pittsfield, Massachusetts.

Closes Aug. 8.
Entry fee $1, four slides allowed.
On exhibit at Berkshire Museum, Pittsfield, Aug. 17 to 26.
For information and entry blank write Franklin C. Pillsbury, Berkshire Museum Camera Club, Berkshire Museum, Pittsfield, Mass.

10th International Jubilee Focus Fotosalon of Amsterdam, Focus, Limited, Bloemendaal, Holland.

Closes Aug. 21.
Entry fee $1, four prints or six slides.
On exhibit at "Arti et Amicitiae" Art Gallery, Amsterdam, Sept. 16 to Oct. 1.
For information and entry blank write The Secretary, Zuider Stationsweg 23, Bloemendaal, Holland.

Second Annual Chinese International Exhibition, The China Photographic Society, New York, New York.

Closes Aug. 21.
Entry fee $1 for four prints.
Salon open only to photographers of Chinese descent.
On exhibit at auditorium of Chinese Public School, New York, Sept. 4.
For information and entry blank write Wellington Lee, 11 Mulberry St., New York 13, N. Y.

34th Scottish Salon of Photography, Dundee and East of Scotland Photographic Society, Dundee, Angus, Scotland.

Closes Aug. 26.

Succeed in Photography

LET AMERICA'S OUTSTANDING INSTRUCTION STAFF ASSIST YOU . . .

Scores of our graduates are making good!

You, too, can profit from our thorough, up-to-the-minute training program.

ALL COURSES G.I. APPROVED

Write today for free catalog

SOUTHWEST PHOTO-ARTS INSTITUTE
S. D. MYRES, Ph.D., Director
1709 FOREST AVE. DALLAS 15, TEXAS

Make Every Shot Count!

35 MM Developed 36 Enlargements $1.25

20 exp. 75c. • 36 exp. refill 60c, 5 for $2.50

You can count on us for beautiful finishing at attractive prices. Thirty years of careful service — the finest and latest equipment with exclusive improvements — and a record of satisfying thousands of customers for many years — give assurance of dependable high-quality 35 MM developing and printing.

8 Exp. Rolls DELUXE OVERSIZE FINISH—ONLY 30c

12 exp. 45c • 16 exp. 55c • All Oversize Reprints 4c each

Popular size rolls now finished in our new, unsurpassed Jumbo Oversize style at same price as contact. You will be delighted with the unusually fine quality of our new oversize date-embossed prints. Get full value from your photography—send roll and money to us or write for FREE Mailers and complete Price List.

MAIL-BAG FILM SERVICE
Dept. 28 Box 5440A Chicago 80, Ill.

FRANK BARBEAU will sell-special-Make your own Big Berthas 508 MM B&L Telephoto Lens F 5.6 Coated, war surplus. $70.00 each-perfect-new.

Barbeaus'
33 East Bridge St. Oswego, New York

SPARKLING ENLARGEMENTS
4c EACH
SPEEDY SHE SERVICE
ROLL FILM
8 OVERSIZE PRINTS 35¢
TECHNIFOTOS
BOX 3938 CLEVELAND 22, OHIO

FREE CATALOG
Largest Assortment
PHOTO FRAMES • MOUNTS • ALBUMS AND MAILERS
WRITE TODAY! Fastest Service! Lowest Prices!
INTERNATIONAL SALES CO. DEPT. H
414 E. Baltimore St. • Baltimore 2, Maryland

Entry fee $1 for each of six classes.
On exhibit at Art Galleries, Dundee, Oct. 7 to 21.
For information and entry blank write John M. Mungo, Mount Vernon, Wormit, Dundee, Angus, Scotland.

3rd M. P. S. International Salon, Mysore Photographic Society, Bangalore, S. India.

Closes Aug. 31.
Entry fee $1, four monochrome prints.
On exhibit in Bangalore, Oct. 14 to Nov. 5.
For information and entry blank write B. N. Surendra, No. 6, Curley St., Bangalore 1, S. India.

Northwest International Salon of Photography*, Washington Council of Camera Clubs and Western Washington Fair Association, Puyallup, Washington.

Closes Sept. 1.
Entry fee $1 for four prints.
On exhibit at Western Washington Fair, Puyallup, Sept. 16 through 24.
For information and entry blank write Western Washington Fair Assn., Puyallup, Wash.

Eleventh Swedish Master Competition and First Stockholm Salon of Photography, Stockholm, Sweden.

Closes Sept. 1.
Entry fee $1, set of three prints only.
On exhibit at Stockholm in October.
For information and entry blank write Lars Wickman, Foto, Box 3221, Stockholm 3, Sweden.

38th Paris International Salon of Pictorial Photography, Societe Francaise de Photographie et de Cinematographie, Paris, France.

Closes Sept. 1.
Entry fee 500 frs. (payable in Paris), four prints allowed.
On exhibit at offices of the Societe in Paris, Oct. 14 to Nov. 2.
For information and entry blank write The Secretary, Societe Francaise de Photographie, 51, Rue de Clichy, Paris (9e) France.

Second Annual Chicago Lighthouse Salon of Stereo Photography, Chicago Lighthouse for the Blind, Chicago, Illinois.

Closes Sept. 5.
Entry fee $1. Six stereo color slides, mounted in Stereo Realist or similar mounts (1⅝x4 inches) allowed.
On exhibit at Fullerton Hall, Art Institute, Sept. 26 to 28.
For information and entry blank write Salon Secretary, Chicago Lighthouse for the Blind, 3323 W. Cermak Rd., Chicago 23, Ill.

15th Western Ontario International Salon of Photography*, London Camera Club, London, Ontario, Canada.

Closes Sept. 7.
Entry fee $1 for black-and-white and/or color.
On exhibit at Public Library and Art Museum, London, Sept. 21 to Oct. 8.
For information and entry blank write A. E. Adams, 923 Maitland St., London, Ontario, Canada.

6th Columbus International Color and Nature Slide Exhibit*, Columbus, Ohio.

Closes Sept. 11.
Entry fee $1 for four entries in each of two classes.
On exhibit at Battelle Memorial, Columbus, Sept. 16 and 17.
For information and entry blank write Wm. H. Hammons, 600 Morning St., Worthington, Ohio.

7th New Zealand International Salon of Photography, Christchurch Photographic Society, Christchurch, New Zealand.

Closes Sept. 18.
Entry fee $1 for four prints or slides.
On exhibit at Christchurch Art Gallery, Oct. 21 to Nov. 15.
For information and entry blank write R. J. Blackburn, P. O. Box 880, Christchurch, New Zealand.

11th International Photographic Salon of Japan, All Japan Association of Photographic Societies and *The Asahi Shimbun*, Tokyo, Japan.

Closes Sept. 26.
Entry fee $1, black-and-white and color.
On exhibit at Tokyo, Osaka, Nagoya, and Fukuoka, in October.
For information and entry blank write International Photographic Salon, *The Asahi Shimbun*, Yurakucho, Tokyo, Japan.

Look at these new low prices!

COMPARE THESE AMAZING VALUES. ALL FULLY GUARANTEED. SOLD ON OUR USUAL 15 DAY TRIAL BASIS. USE THE HANDY ORDER BLANK BELOW. REMEMBER UNITED WELCOMES TRADES. WE ALSO PAY HIGHEST PRICES FOR ANY TYPES OF PHOTOGRAPHIC EQUIPMENT. ORDER YOUR NEEDS TODAY AND GET IMMEDIATE, PROMPT, EFFICIENT AND INDIVIDUAL ATTENTION.

Brand New Camera Buys at Special United Prices

KINE EXACTA II w/f3.5 "T" ctd Tessar lens	$118.00
KINE EXACTA II w/f2 "T" ctd Biotar lens	169.50
KINE EXACTA V w/f3.5 "T" ctd Tessar lens. (Latest)	199.50
KINE EXACTA V w/f2 "T" ctd Biotar lens (Latest)	227.50
KINE EXACTA V w/f1.9 "T" ctd Primoplan lens. (Latest)	240.00
KINE EXACTA Telephoto lens, 135mm f4 Zeiss Triotar "T" ctd.	61.95
Voigtlander BESSA 66, f3.5 Skopar, Compur Rapid. Save 25%	44.50
Super Ikonta A, Special w/f3.5 ctd Tessar, Coupled Range Finder, Reg. $162.00. Save over 25%	119.00
ROLLEICORD IIA, w/f3.5 Triotar lens, Compur Rapid. Reg. $155. Above model with coated lens, $8.00 extra.	97.50
ROAMER II, 120, with f4.5 ctd lens, Flash Shutter. Reg. $48.00	24.00
BUCCANEER 35mm Cpld R.F. w/f3.5 ctd lens, f1. Shutter. Reg. $65.00	32.50

Used Camera Buys. All in Good Condition

KODAK RETINA II R w/f2 ctd lens. Cpld. R.F. BUILT-IN FLASH SHUTTER. REG. $197.75. Excellent. FREE $12.00 EVEREADY CASE INCLUDED WITH ABOVE	$109.50
VOIGTLANDER 2¼ x 2¼ Focusing Brilliant w/f3.5 Skopar, Cp Rapid	39.50
LEICA MODEL A w/f3.5 Elmar lens	39.50
POLAROID CAMERA. Excellent	69.00
MERCURY II w/f2.7 COATED LENS, REDUCED TO	21.95
CONTAX MODEL I, COUPLED R.F. w/f2 SONNAR LENS	94.50
KODAK MEDALIST I w/f3.5 ctd EKTAR LENS, CPLD R.F.	107.00
CIROFLEX with f3.5 coated lens, Rapax Shutter	59.50
KODAK 35 R.F. w/f3.5 ctd lens, Flash Shutter	59.50

MOVIE CAMERAS

CINEMASTER II with f3.5 lens 8mm camera	$ 21.50
REVERE MODEL 99, 8mm Turret with f2.8 lens	59.00
REVERE MODEL 88, 8mm camera w/f2.5 lens	39.00
BELL & HOWELL 8mm Model with f2.5 lens	59.00
BOLEX H-8 (turret) with new 1" f1.9 ctd Wollensak lens	174.50
Lektra 16mm Magazine w/f3.5 lens & battery	34.50
BOLEX H-16 (Turret) with new 1" f1.9 ctd Berthiot lens	174.50
VICTOR MODEL 4 (Turret) with new 1" f1.9 ctd Berthiot lens	129.00

Darkroom Specials at Sale Prices

GABRON 5x7 SAFELITE with 3 filters	$ 3.95
5x7 ALL METAL CONTACT PRINTER Adjustable w/red & white bulb	4.95
18x18 Bakelite Trays	.74
Morse Manual Print Straighteners. Reg. $14.48	7.78
6x6 All Metal Trimmers, Reg. $1.95	.98
11x14 Adjustable Famous Maske Enlarging Easel	4.95
Sun Ray 2¼x3¼ Enlarger w/lens & Carry All Case. Spec	9.95

Movie Accessories Greatly Reduced

Cine 8mm AUXILIARY PROJECTION LENS DOUBLES PICTURE FIELD FOR Kodak, Revere, B&H, Keystone, Dejur Projectors. Specify lens and Brand mm, when ordering	$ 6.95

GREAT VALUES IN IMPORTED BINOCULARS

BRAND NEW 7x50 COATED OPTICS BINOCULAR WITH CASE. (Individual Focus) SPECIAL	$37.50
4x30. Achromatic IMPORTED Field or Opera Glass w/case	$9.95

Above are subject to 20% Federal Excise Tax.

Used Camera Buys—Press and Film Pack Group

4x5 GRAFLEX SER D R.B. with 10" f3.5 Ross Xpres lens	$ 99.50
4x5 GRAFLEX SER B R.B. with 7½" f4.5 Kodak Anastigmat	79.00
BIG BERTHA 5x7 GRAFLEX BACK w/20" f4.5 C.Z. TESSAR LENS with CUT FILM MAGAZINE. STANDARD VALUE $1000.00 SPECIAL	$495
8x10 GROVER VIEW CAMERA, in excellent condition	$ 69.50
4x5 KODAK MASTER VIEW CAMERA w/case, holder, equal to new	149.00
4x5 GROVER VIEW CAMERA in good condition	49.50
5x7 Kodak 33 A View camera w/holder, equal to new	39.50
2¼x3¼ FR REPORTER w/101mm f4.5 Wollensak lens, Rapax shutter w/Kalart Coupled R.F., Optical view finder	94.50
2¼x3¼ B&J Press w/f4.5 Zeiss lens, Compur shutter, with Kalart Coupled R.F., Optical view finder	74.50
2¼x3¼ Busch w/f4.5 Kodak K.A., Kalart Cpld R.F.	79.00
2¼x3¼ Busch w/101mm f4.5 Wollensak lens, Alphax shutter	59.00
2¼x3¼ Speed Graphic w/f4.5 Kodak lens, Kalart Cpld R.F.	94.50
5x7 LINHOFF, TRIPLE EXTENSION BOX ONLY	99.50
9x12cm. Avus, w/13.5cm. f4.5 Skopar, Compur Double Ext.	39.50
9x12cm. Contessa Nettel w/6" f4.5 Tessar, Compur shutter, Hugo Meyer R.F., double ext bellows, holders, F.P.A.	84.00

Camera Accessories Greatly Reduced

MASTER SAFE LOCK PAN HEADS	$ 1.95
MASTER TILT TOPS	.79
ALL METAL 12 Section 8mm 200' Storage Chest	1.95
UNIVERSAL Titler for all Cameras. Special	5.95
BRAND NEW IMPORTED 1½" f3.5 Swiss Telephoto lens (coated) for 8mm cameras in Focusing Mount	19.95
SPECIAL PURCHASE WIDE ANGLE AND TELEPHOTO ATTACHMENTS FOR MOVIE CAMERAS COATED OPTICS STANDARD VALUE $22.20. SPECIAL	14.95

SPECIFY CAMERA & LENS WHEN ORDERING

UNITED'S COMBINATION OFFER. EXPOSURE METER AND RANGE FINDER. BRAND NEW De Jur 5 B Still or Cine Exposure meter w/case PLUS A PRECISION BUILT RANGE FINDER. VALUE $19.50	10.95
BUILD YOUR OWN CAMERA WITH AN ANSCO CRAFTSMAN CAMERA KIT, ideal for beginners	3.50
WIDE ANGLE & TELEPHOTO ATTACHMENTS ALL WITH COATED OPTICS. STANDARD VALUE $22.20. SPECIAL UNITED OFFER WHILE THEY LAST. Each. Available for Argus C3, Leica Elmar f3.5 lens, Kodak 35 R.F., Kodak 35 no R.F., Bolsey	14.95

ATTENTION STEREO CAMERA OWNERS FOR STEREO REALIST—ROLLEIDESCOPE, HEIDESCOPE, TRIVISION CAMERA. THE NEW STEREO ANGLELENS PER SET $9.95. EXCELLENT FOR CLOSE UP PHOTOGRAPHY. AVAILABLE IN THREE VARYING MAGNIFICATIONS. WRITE FOR DETAILS.

INSTANT PARALLIX ATTACHMENT FOR REFLEX CAMERA OWNERS. ONLY	$13.35

AVAILABLE FOR MOST REFLEX CAMERAS. THE AMAZING CLOSE UP ATTACHMENT FOR PARALLIX CORRECTION. WRITE FOR DETAILS.

Special at United. The Sensational 7" Ektar Lens For Professional and Amateur Cameras

BRAND NEW 178mm COATED f2.5 Ektar lens adaptable for Speed Graphic Camera models and all other cameras with removable lenses. A $350.00 VALUE ONLY	$79.50

order Blank

NAME ....
STREET ....
CITY .... ZONE ...... STATE ....

ALL PRICES LISTED ARE F.O.B. NEW YORK CITY
Minimum Order $1.00
C.O.D. Order Requires 10% Deposit
Estimate shipping charges, balance will be cheerfully refunded

UNITED CAMERA EXCHANGE • 83 CHAMBERS STREET NEW YORK 7, N. Y.

AMAZING NEW INSTRUMENT

MEASURES DISTANCE AT SIGHT!

Instantly finds exact focus setting for sharpest, clearest pictures from your camera.

Just look at the subject through this professional *IDEAL PRECISION RANGEFINDER*. Turn the knob until the double images come together, and read the exact distance on the calibrated dial. *IT'S LIKE MAGIC. EVEN A CHILD CAN USE IT.* You get needle-sharp, perfectly-focused pictures from your camera, that can be enlarged without fuzziness or blurring. You will be proud of your professional-looking pictures, and proud, too, of this beautiful, efficient optical instrument in its maroon leatherette box. *FULL INSTRUCTIONS AND THREE YEAR GUARANTEE WITH EACH INSTRUMENT.* *Get one today at your dealer's or send only $3 for immediate prepaid shipment.*

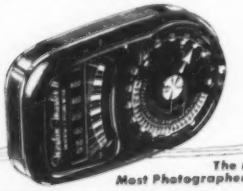
ONLY $2.95

FEDERAL INSTRUMENT CORP., Dept. PP7, 14-02 Broadway, L.I.C. 6, N. Y.

TROUBLE
with your color shots?

Color can be cantankerous! But not when you expose with a WESTON. Your WESTON will give you correct camera settings . . . quickly and easily . . . for stills or movies. Ask your dealer for a demonstration.

WESTON
EXPOSURE METERS



The Meter Most Photographers Use

START with your RESULT!
says Ansel Adams

"KNOW *what you're after,* BEFORE *you even load up with film!*" In his startlingly forthright approach to photography, Ansel Adams now SHOWS YOU HOW to *think backwards* – FROM the print. In place of heartbreaking hit-or-miss, "trial and error" methods, each step falls into logical order. With utter clarity, Adams makes it easy for you to "PRE Select" each detailed step in the creation of great pictures, *in the new*

MORGAN & LESTER
Basic Photo Series
Book 1: CAMERA & LENS *(published)*
Book 2: THE NEGATIVE *(published)*
Book 3: THE PRINT *(just out!)*

The Print

Examine these lavishly illustrated manuals at your photo or book store. Or, write for free folder. By mail, $3.00 a book, postpaid.

MORGAN & LESTER
101 PARK AVENUE
NEW YORK 17, N.Y.

Your Camera at the Capitol

(Continued from page 55)

An ideal over-all view of the Capitol can be secured from about 45 degrees to either side, not head-on, but heavy auto traffic makes the east entrance less desirable.

At night, especially after a rain or when snow is on the ground, striking pictures of the Capitol can be made. The glistening reflection of the gilded dome on the pavement enhances the awe-inspiring scene. One must calculate his exposure with care because of the poor light balance. I have found that it is best to overexpose and underdevelop the film. A proved exposure is 1 minute at $f/8$ on fast pan film.

THE SUPREME COURT, just a block away from the Capitol, is one of the most beautiful buildings in Washington. Because it is white, a careful light reading is necessary. The afternoon sun is ideal for this shot, and a filter isn't necessary because the sky will be exposed properly

Classic architectural shots, like this picture of the Supreme Court, will be available to all visiting camera fans.

if the correct setting is used to record the white marble. The terrace in front of the building is marble, too, and if a tripod is used be sure it is fitted with rubber tips so it won't slip. You can get a permit from the marshal's office in the building to get shots of the many interesting interior subjects. For instance, there is an attractive stairway (a favorite of many camera fans) which can be photographed looking straight up or down.

THE LIBRARY OF CONGRESS, the world's largest and most ornate library building, and which houses the Declaration of Independence, the Constitution, and other cherished documents, is located a block from the Capitol and across the street from the Supreme Court. Like the other interesting structures in Washington, this building and its connecting annex provide interesting subject material. By securing a permit, you can take interior views from the top balcony. A good exposure for such a shot would be 1 second at $f/4.5$ on fast pan film.

THE WASHINGTON MONUMENT is reached by proceeding west along the Mall. This little jaunt will take you by the National Gallery of Art, the New National Museum, the Smithsonian Institution, the Freer Gallery of Art, the Department of Agriculture, and many impressive statues. You will have lots of company while walking to the Monument, for this 555-foot shaft lures all Washington visitors. From the windows at the top you can get a beautiful view in any direction on clear days. The best shots are taken in the afternoon, looking east toward the Capitol. Accommodating guards will open the heavy glass windows for you if they happen to be closed. Pictures of the Monument can be made from almost any angle or direction. In April, when the cherry blossoms are in bloom, a favorite spot from which to shoot is across the Tidal Basin. Fine shots can be made from the steps of the Lincoln Memorial, too, with the Reflecting Pool in the foreground. This particular site should be used in the afternoon. At night the Monument presents an interesting sight—and also a challenging subject. Uneven illumination—with spotlights hitting the top and base of the shaft, leaving the center section in relative darkness—makes the project a little tricky. However, an exposure of about 60 to 80 seconds at $f/4.5$ with fast film should do the job. The best shots of Washington Monument are those in which tree branches or other natural frames are used to give depth to the picture.

The Fourth of July gives photographers a good chance to practice on the fireworks display which is staged on the Monument's grounds. By shooting from the steps of nearby Jefferson Memorial one can get wonderful pictures, with the Monument in the background and reflections of the rockets in the Tidal Basin. Another fine vantage point is from the north end (by the Zero Milestone) of the Ellipse, near the White House. A good system of recording the fireworks is to place your camera on a tripod and set the shutter at Bulb. When you notice a rocket zooming up toward the area covered by your lens, open the shutter. When the display begins to wan, close the shutter. Often just one firework burst is not dramatic enough, so it is wise to record two or three bursts on one piece of film. When the Monument is in the background of such a shot, it is a good idea to leave the shutter open a little while between bursts in order to pick up more detail of the shaft itself.

THE WHITE HOUSE, the President's home, is having a little reconstruction work done on its exterior, but you can get a record shot of it from the south end of the building by shooting through the iron fence. By the time you get to Washington the remodeling may be completed, so don't fail to scout around for other interesting views for your camera. When the sun is far in the north during the summer months, for instance, one can get good shots of the north entrance early or late in the day. The Pan American Union building is nearby, and a few pic-

tures of the tropical gardens inside, complete with Aztec fountain, colorful macaws, and banana trees, will be appreciated later when you assemble the photo evidence of your visit to the capital.

THE LINCOLN MEMORIAL, with its handsome white marble statue of Lincoln, is at the west end of the Mall (close to the Arlington Memorial Bridge), and is another favorite spot of tourists and camera fans. The 30-foot statue calls for special care because of its height. One must guard against distortion of the arms of Lincoln's chair. At night, the statue is illuminated by spotlights, and by using your tripod, you can get good pictures of it. From dozens of attempts I have found that an exposure of 15 seconds at f/22 on fast pan film is best. I developed the film in a soft-working developer, like Kodak D-23, to hold down contrast between the strongly-lighted head and chest and the darker legs and pedestal. For a normal developer, one should halve the above recommended exposure and use a third less developing time. This is one setup that calls for a human figure in it to indicate the size of the statue. By walking around the Memorial building you will see many interesting angles where the surrounding trees can be used as frames. A nice shot of Washington Monument and the Reflecting Pool can be taken by shooting through the Memorial's pillars eastward, day or night.

THE JEFFERSON MEMORIAL is reached by taking a short stroll along the Potomac's east bank. This round-domed marble building is on the south bank of the Tidal Basin, and is an ideal picture subject any time of the year. However, when the Japanese cherry blossoms hold their 10-day splurge, the Jefferson Memorial becomes the haunt of thousands of photographers, who frame it and other buildings with beautiful blossoms. Although it's too late this year to photograph the blossoms (which bloom from about April 5 to 15) you can plan to get them next year if you visit Washington's Freedom Fair. When the Tidal Basin's surface is calm you will be able to get wonderful reflection shots. At night, you can try recording the Washington Monument as viewed through the framework of leaves or delicate blossoms. Use a flashbulb during the time exposure in order to produce detail in the blooms.

THE PRESIDENT'S REGATTA, colorful sailboat and power-boat races, takes place alongside the peninsula, and offers amateurs many picture opportunities. One can get fine photographs of sails against the sky, or power-boats sending up sparkling spray as they zoom along near the shore, from either the Virginia or Washington side of the Potomac. Hains Point, at the extreme end of East Potomac Park, is a good spot from which to view the sailboat races held on Sundays. It is a favorite holiday spot for many sports-attired government girls who bicycle to the Point for relaxation. They, too, offer the visitor an opportunity to get appealing candid shots.

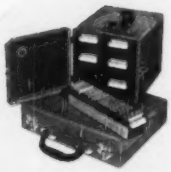
ARLINGTON NATIONAL CEMETERY, with its tomb of the Unknown Soldier, is but one of the countless sights available to tourists who visit the capital. At the ceme-

GoldE Mfg. Co., creators of the world's most copied slide projection equipment, presents a preview of the nucleus of the world's most modern projection team for all 2x2 color slides. To be available soon at your dealer.

GoldE Index Automatic 2 x 2 Slide Carrier

WATCH FOR COMPLETE DETAILS SOON!

The Nucleus of Fine Projection—famous **GoldE Manumatic,** for 2 x 2 slides. Blower cooled. U. L. approved. **$64.48** *complete with lamp and case.*



GoldE Index Slide File Cases. Rugged—light weight. Custom-luggage tweed. Dust-proof. 4 and 6 drawer units.

GoldE Index Slide Files. The only *usable* slide file. Warp-proof plastic. Holds *forty* 2 x 2 slides—metal, paper or glass intermixed.

The complete GoldE Index Story . . . well-worth waiting for!

*GoldE Index Automatic Slide Carrier for automatic, orderly, easy slide projection with every kind of 2 x 2 slide!

GoldE Index Slide File—not just a storage drawer! Permanent engraved numbers for positive identification. Exclusive VIS-A-FILE allows changeable descriptions.

GoldE Index Slide File Cases. Compact, handy. Tarnish-proof hardware, plastic handles. Matches GoldE projector cases in good looks, style, quality.

1925–1950 A Quarter Century of Leadership

GoldE BRIGHTEST NAME IN LIGHT PROJECTION

* T. M. Reg.

FREE Bargain Book

Packed with hundreds of sensational bargains—new and used—in still and movie photo equipment and accessories. Write for your free copy today to

Central Camera Co.

Dept. 2-G 230 S. Wabash, Chicago 4, Ill.

Photographic Headquarters Since 1899

WAR SURPLUS

PHOTO PAPERS

CLOSE OUT SPECIALS! Slightly outdated but like new because vacuum-packed in cans. MONEY-BACK GUARANTEE.

4"x5" E. K. Aero Contact S.W. Contrast 1	10 gr.	$1.00
7"x125' E. K. Aero enlarging S.W. semi-gloss: Contrast 1	roll	1.25
Contrast 2	roll	1.75
9½"x200' E. K. Aero enlarging S.W. semi-gloss: Contrast 1 and 4	roll	1.95
Contrast 3	roll	2.50
9½"x200' Velour Black enlarging semi-matte: Contrast 1	roll	2.50

E. K. SUPER XX 16 MM FILM

100 foot rolls $1.35 each—5 for $5.50

Super XX 16 MM Film Type G Magazine

Neg. Safety Film, 50 foot magazine 1 $1.25 ea.

Blue Base, 50 foot magazine 5 for $5.00

Send check, money order or cash. No C.O.D.'s please. All prices F.O.B. Culver City, California.

AIRBORNE SALES CO., INC. DEPT. PP 7-8 CULVER CITY, CALIF.

FINEST FINISHING FOR ONLY A LITTLE MORE

Pay a little more for extra quality, extra care — your insurance against disappointment and loss of pictures. If you are a user of 35mm 828, 127, 120-620 or 116-616 film, write for free folder and mailing bag today.

BETA PHOTO LABORATORIES

Hillside Manor 85, New York

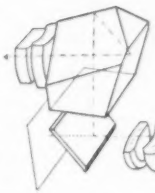
ZEISS IKON

CONTAX-S

The World's Most Wanted Camera

Public response to the introduction of the Contax-S was so overwhelming that first shipments were completely sold out. If you were disappointed in your efforts to get quick delivery, we ask you to please be patient. Remember that the Contax-S is not a mass-produced camera. As the world's finest photographic instrument, it requires highly individualized manufacturing techniques which necessarily limit production.

But with new shipments arriving steadily, why not try your dealer again? He may now be able to supply you with this crowning achievement of Zeiss-Ikon genius. You'll be glad you waited.



THE **Prisma-scope**

Supreme achievement of the Carl Zeiss lens works. The image you see is always upright and non-reversed, life-size and completely parallax-free. Gives visual control of depth of field, eliminates the need for special view-finders with accessory lenses.

with "T" coated F/2 Carl Zeiss Biotar Lens fed. tax incl. **$475**

For a full description of the Contax-S, write for booklet P-1.

ERCONA CAMERA CORP. 527 Fifth Ave., New York 17, N. Y.

ask for

MYSTIK SLIDE BINDING TAPE

- Greater heat resistance.
- Stronger adhesive.
- Tough, plastic-coated cloth.
- No Gumming — no curling — no cracking.
- 75c a roll (⅞ x 36 yds.)

MYSTIK ADHESIVE PRODUCTS
2665 N. Kildare, Chicago 39

COLOR PRINTS

Supreme Quality — Reduced Prices

2¼"x3¼" mounted . . $0.30
3¼"x4¼" 50c; mounted .60
5"x7" $1.50; mounted. 1.75
8"x10" $2.00; mounted 2.50

2¼" x 3¼" unmounted in lots of ten or more, "assorted," EACH **25¢**

ANSCO COLOR FILM PROCESSED (35mm MOUNTED) . . $1.00
COLOR SLIDES DUPLICATED (35mm) . . .25 EA.

PHOTO LAB, INC.

Please enclose remittance with order.

3825 Georgia Ave. N.W., Suite 175, Washington 11, D.C.

LOOK HERE, SUH!

CAMERA ***BARGAINS*** FROM THE SOUTH

Col. Isengor Says: "I sell studios and retail. I'll ship anywhere —overnight delivery!"

Auto Rolleiflex, f3.5 Tess, Heil Fish, case, L.N. $189.50
Auto Rolleiflex, f3.5 Tess, case, L.N. 149.50
Early Standard Rolleiflex, f3.5 Tess, case, V.G. . . . 99.50
Argoflex, Model E, case, L.N. 27.50
Argus A-2, case, New. 19.95
Super Ikonta A, f3.5 Tess, Chrome, case, L.N. . . . 110.00
Super Ikonta B, f2.8 Tess, Sing. window, case, V.G. 132.50
Kodak Reflex I, ctd lens, case, L.N. 79.50
Leica II, f3.5 Elmar, case, V.G. 99.50
Leica Std, f2.5 Hektor, case, V.G. 55.00
Leica III c, f3.5 ctd Elmar, case, L.N. 147.50
Contax I, f2 Sonnar, case, V.G. 89.50
Contax II, f2 Sonnar, case, L.N. 169.50
Contax III, f2 Sonnar, case, L.N. $199.50
Bantam Special, f2 Ektar, V.G. 99.50
Bantam f4.5, case, V.G. 22.50
Retina I, f3.5, Ektar, case, L.N. 38.50
Retina II, f2 Heligon, case, L.N. 97.50
2¼x3¼ Ann. Speed Graphic, Ctd. lens, Ringfdr, Graf Fish, 3 hlds, Pack, case, L.N. 149.50
3¼x4¼ Ann. Speed Graph, ctd, rngfdr, fish, case, 3 hldrs, L.N. 179.50
4x5 Ann Speed Graph, ctd lens, sync, shut, rngfdr, fish, 3 hldrs, case, L.N. 197.50
Revere 99, 8mm turret, f2.8, case, L.N. 59.50
Revere 88, 8mm, f2.5, case, L.N. 47.50
Bell & Howell Filmosound, 16mm Proj, 12" Speaker, V.G. 169.50

Many more bargains to choose from. Write for your special needs. Largest stock in the South on used and new photographic supplies.

WE BUY — SELL — TRADE

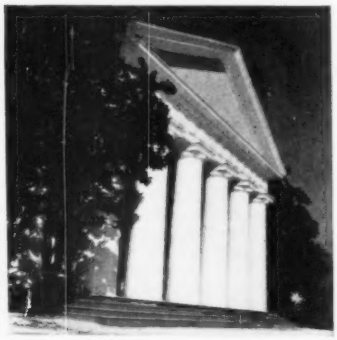
Isengor *"The Complete Camera Store"*

CAMERA EXCHANGE

529 Peachtree Street, N. E. • Atlanta, Georgia • Phone ATwood 4422-3

tery one can get shots of the colonnaded amphitheater, the ever-present sentry as he paces by the tomb, the beautiful mansion of General Robert E. Lee, and a vast panorama of Washington, D. C., across the Potomac—a good subject for a telephoto lens on clear days.

The list of interesting sights can go on and on. One shouldn't miss visiting Mt. Vernon, the National Zoo, the Washington National Cathedral, the Franciscan Monastery, Rock Creek Park, the many embassies and legations, the interesting statues throughout the city, the old Chesapeake and Ohio barge canal, Meridian Park, Dumbarton Oaks, the dogwood at



Robert E. Lee Mansion is located at nearby Arlington National Cemetery, and its facade, above, is a "must" subject.

Chevy Chase, the Mellon, Folger, and Corcoran art galleries, and Washington's neighboring environs, Georgetown and Alexandria.

Just about every American has the desire to see his capital at least once during his life. If the Sesquicentennial celebration, which runs through 1951, is the final incentive to start you packing, don't forget your comfortable shoes and all your camera gadgets. Washingtonians could say proudly that no tourist ever leaves the city disappointed. If you take your camera to the capital, you'll see much more while looking for good pictures and come away delighted and inspired.—▶

NEW PHOTO CAMP

Leavick, Colo., a ghost town left over from the mining era of the 1860's, is one of the points of interest near a new photo camp now operated by Scott Boggess, well-known Denver commercial photographer-lecturer.

Infrared Packs a Punch

(*Continued from page 79*)

texture in the various building materials so they can easily be identified in the finished photograph. In the case of white or light-colored buildings that normally blend into the sky, there is a marked separation, since the blue sky will print very dark.

A study of comparative pictures taken on ordinary panchromatic film and infrared will emphasize the points already mentioned concerning the dramatic effects that can be obtained with this special film. There are, of course, other uses and perhaps more exciting pictures to be shot than mere scenics.

Simple colonnade "goes dramatic" when infrared film is used to snap up texture, render the trees white and blue sky black.

Architectural work has been mentioned and so have the medical and scientific fields. The latter are specialized branches of photography and of not too much interest to the average cameraman. Infrared is useful in documentary work, however, and in long distance or aerial photography where haze is present. Atmospheric haze, which reduces visibility, is due to a scattering of ultraviolet, violet, and blue waves of light. Thus, when using ordinary pan film, which is highly sensitive to the blue end of the spectrum, the haze is recorded and very little of the scene is visible through it. This is not so when using infrared, since it tends to eliminate the blue light and record distant objects clearly. Long infrared rays cut through atmospheric haze like a hot knife through butter.

Study the striking effects shown in the accompanying illustrations. The next time you're scratching your head and wondering how to create an "eye-stopper" for print night at your camera club or your entry to your favorite salon, remember infrared. You can rest assured it will receive more than ordinary attention just because it is "something different" that packs a punch!—▶

THE AMAZING NEW Thrift-Lite ELECTRONIC FLASH UNIT THAT FITS ANY CAMERA!

The Most Sensational Development for Indoor Photography Since Flash Powder Bowed-out to Bulbs!

- TRUE DAY-LITE COLOR!
- FREEZES ACTION!
- NO MORE FLASH BULBS TO BUY!
- AT YOUR DEALER!

Fits Any Camera: Press, Reflex, Folding and Miniature

Thrift-Lite

AT LAST, INSURES SHARPER, FASTER SHOTS for AMATEUR and PROFESSIONAL Alike

YOU'LL BE AMAZED!

Write for FREE Bulletin No. 350, giving make and model of camera.

Model AC-40 (illustrated) $39.95 Fed. Tax Included

Model AC-40—$39.95 (Federal Tax Included)—For Cameras with O-Flash delay, such as cameras with X-Type shutters, late type Compur-Rapid, Prontor shutters, and Stereo-Realist.

Model AC-45—$44.95 (Federal Tax Included)—Universal model for use with above cameras, in addition to cameras such as Kodaks, Ansco, Bolsey, Argus, and practically all other cameras with built-in flash.

★ LIFETIME GUARANTEED Flash Tube. No Bulb or Batteries to buy.
★ NO ADJUSTMENTS . . . No Moving Parts. Just plug into wall outlet.
★ OPTIMUM LIGHT for Color and Black-and-White. Same film & development as used for daylight exposures.
★ FREEZES MOTION . . . No Blurred Pictures. 1/1000 second measured flash!
★ SIMPLE TO USE . . . Just Trip Camera Shutter. Accurate factory synchronization of flash and shutter.

Accessories available include "Porta-Pak" battery attachment, Intensifier, Extension Flash

Precision Manufactured by ACOUSTICRAFT CORPORATION 2146 S. Kedzie Ave. Chicago 23, Illinois

GOLD XX AND S-35 VON-L DEVELOPERS FOR FILM AND PAPER

Increase Film Speeds 10 Times

GOLD-XX—UNEQUALLED FOR STROBO—DAYLIGHT—MAZDA—VERY FINE GRAIN.

"S-35"—Especially for 35mm film. Practically Grainless. Makes tremendous enlargements possible.

SPEED—Increase Manufacturers' Rated Film Speeds 10 Times in Daylight and 5 Times in Photoflood. Use Super-XX at 1600, Plenach at 500, etc.

QUALITY—FINE GRAIN—SHARP OUTLINE—SHADOW AND HIGHLIGHT DETAIL—LONG LIFE.

ECONOMY—VON-L develops more than 10,000 square inches of film per gallon without replenisher. Keeps INDEFINITELY.

VON-L DEVELOPERS—THE WORLD'S FINEST

Free literature. Ask your dealer or order direct.

MON-BLANC CHEMICAL CO. Fort Wayne 3, Ind. or Spearman, Texas

SCOOP!!!

THE FINEST CAMERA CASE VALUE

Add 90c Shipping Charge

Strong enough to stand on, fully lined. For 4" x 5" 3¼"x 4¼" and 2½"x 3¼" press cameras. Specify size wanted.

REG. PRICE $29.50

NOW $13.95

Studio Type TRIPOD

Strong, well made center post tripod with tilting platform that takes any size camera.

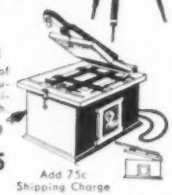
REG. PRICE $34.50

CUT TO $15.95

Add 75c Shipping Charge

5 x 7 CONTACT PRINTER

Precision construction of fine quality wood, accurate masking bands, positive lock exposure switch.



REG. PRICE $19.50

NOW ONLY $7.95

Add 75c Shipping Charge

ORDER BY MAIL... Prices include Fed. Tax. Send check or money order, or order C.O.D. by sending 10% deposit. If not fully satisfied money back within 10 days. Calif. residents add Sales Tax.

Westlake CAMERA Exchange
2500 W. 7th. St., Los Angeles 5, California

SEND NO MONEY!

2x2 Color Slides of HOLLYWOOD MODELS ON APPROVAL

Set of 12 slides sent on request to responsible and sincere lovers of art. Pay only for those slides you keep at $1.00 slides for

★ New Series of Hollywood Models Every Month ★

Free! Free! All For Only **$2.00**

7½x11½ Color Print of Hollywood Model FREE with 5 Assorted 2 x 2 Color Slides of Hollywood Models (Cash with Order)

Also in Stereo STEREO SLIDES

of Hollywood Models In Full Color

5 Stereo Slides and Folding Pocket Stereo Viewer **$2.00**

8 Stereo Slides and Folding Pocket Stereo Viewer **$3.00**

(Cash with Order)

ALL STEREO SLIDES MAY BE USED INDIVIDUALLY IN ANY STANDARD 2x2 VIEWER OR PROJECTOR

AMERICA IN COLOR!

Beautiful full color 2x2 scenic slides of National Parks, Famous Landmarks, Cities, etc. All slides are reproduced from outstanding color transparencies taken by the country's leading photographers.

Set of 8 Slides (Cash with Order) only **$1.95**

Send for FREE LIST of Hundreds of slides available

Also Available!

Hollywood Models in 8mm and 16mm B & W movie shorts. 50' 8mm $3.00—100' 16mm $6.00—100' 16mm SOF $7.50

Write for FREE illustrated folder listing all available releases.

FREE! SID KLEIN'S BARGAIN BULLETIN

Packed with real photo buys...special offers... profusely illustrated...values to save you $$$. Send for Your FREE Copy TODAY!

SID KLEIN, Inc.
7916 Beverly Blvd. — Los Angeles 48, Calif.

CONTESTS *and* MARKETS

CONTESTS

POPULAR PHOTOGRAPHY's 1950 Picture Contest, open to photographers anywhere in the world, commenced March 19, and entries must be postmarked before midnight, July 15. Competition will be in two divisions, black-and-white, and color, with each division being judged separately. Judges will be the editors of POPULAR PHOTOGRAPHY. No entry fee is required, and any number of black-and-white prints, color prints, and color transparencies may be submitted. There are no restrictions as to subject matter or size in either division, although 5x7 or larger prints are preferred. Prints may be either mounted or unmounted. Hand-colored prints are not eligible, but chemically toned prints are. Pictures which have been published in, accepted for publication by, or are under consideration by any other photographic magazine are not eligible. Publication in media other than photo magazines does not disqualify entries. Prizes to be awarded will be United States Savings Bonds, Series E—total value of awards, which is maturity value of the Bonds, is $25,000. There will be 55 awards in the color division, and 225 prizes in the black-and-white division. Prize-winners who are not United States citizens will receive, in lieu of Bonds, the amount of the purchase price of the Bond award. In case of ties, duplicate prizes will be awarded. Entrants who win prizes will be required to furnish original negatives before prizes will be awarded. Negatives of prize-winning pictures become the exclusive property of POPULAR PHOTOGRAPHY. For a complete list of prizes, full contest rules, and official entry blank, see pages 92-93 of this issue. Rules and entry blanks are also available from your local photographic dealer or photofinisher.

SYLVANIA ELECTRIC PRODUCTS have announced the running of four contests for press photographers. The second contest opened April 1, and subsequent contests will open July 1, and Oct. 1. All pictures must have been taken by working press photographers, and must have been taken during the effective dates for the particular contests. Each contest closes at midnight of the day preceding the new contest. First prize for each contest will be a 16-inch television set. Any number of prints may be submitted. Include complete technical data with each print. All pictures should be addressed to News Photo Manager, Sylvania Electric Products, Inc., 500 5th Avenue, New York, N. Y.

CAMERA, the Swiss-International photo magazine, announces an international photographic contest for professional and amateur photographers. A jury composed of leading photographers of Europe will select the winning pictures. All entries chosen by the jury will be published in CAMERA. Prizes will consist of awards and diplomas, the exact nature of the awards to be made known at a later date. Each photographer may enter six photographs. Deadline for American and Canadian entries is Aug. 30. For full information and entry forms write Bayelle Camera Photo Contest, 5700 Oxford St., Philadelphia 31, Penn.

CHICAGO ZOOLOGICAL PARK informs interested photographers of the fourth annual international zoo photo contest. This event, sponsored in conjunction with the Chicago Nature Camera Club, closes Sept. 15, and is open to photographers anywhere. No entry fee is required, and five prints and/or five slides are allowed. Awards will consist of 22 cash prizes, and the value will be doubled for any winning picture made in Chicago Zoological Park. The prize-winning entries will be exhibited in the lion house of the park during the month of October. For information and entry blanks write Chicago Zoological Park, Brookfield, Illinois.

SPORTS ACTION, a magazine for outdoor enthusiasts, announces a contest for photos of wildlife or outdoor action scenes. Any photographer may enter, and no closing date has as yet been designated. The picture judged best by the editors will be awarded a $100 prize, and the photograph will be published in the magazine. Numerous $10 awards also will be made. Entries

COLOR FANS!!

GET THIS BIG 4.00 VALUE FOR 2.50!

LIMITED INTRODUCTORY OFFER!! Any Size Ansco Color Film Processed with 4-4x5 Color Prints or 1-8x10—All for Only **$2.50**

RUSH FILM WITH PAYMENT FOR FAST GUARANTEED SERVICE

EXCLUSIVE COLOR PRINTS AND PROCESSING!!

20 Exp. Roll Ansco processed and mounted $1.00
120 size Ansco or Ektachrome processed 1.00

24 HOUR SERVICE FROM DATE OF RECEIPT RETURNED FIRST CLASS MAIL

COLOR PRINTS

From any size Kodachrome, Ansco or Ektachrome!

2¼ x 2¼	each .30	4 x 5	each .75
2¼ x 3¼	each .30	5 x 7	each 1.50
3¼ x 4¼	each .55	8 x 10	each 2.00

48 HOUR SERVICE ON COLOR PRINTS!!
Minimum Order $1.00 (No C.O.D.'s)

35mm Color Duplicates 6 for **$1.00**

NEW IMPROVED ANSCO PRINTON!!

PANORAM FILM LABS
1190 6th Ave. N. Y. 19

CANADIANS ONLY

WRITE FOR **FREE** CATALOGUE

Cameras and Everything Photographic
Efficient Mail-Order Service
From Coast to Coast

Dept. A7, CAMERAS by MAIL
SHELBURNE, ONTARIO

STUDY BY MAIL! EASY! PROFITABLE!

PHOTOGRAPHY

Do you need additional income? Would it interest you as a career or hobby? Step by step method teaches correct procedure. Profusely illustrated course. Short cuts. Cost cuts. Negatives and prints analyzed during training. Low cost—easy terms.

Send for Free Booklet
FOTO-TECNICA, Box 1468-L, Santa Barbara, Calif.

ADJUST TEMPERATURE INSTANTLY

INSTALL IN 10 SECONDS **DOYL-O-THERM**

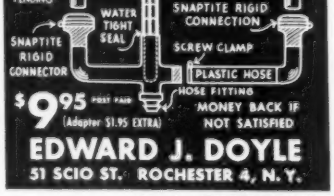
No more holding thermometer in end of hose!

ONLY TEMPERATURES YOU USE ARE MARKED

METAL-ENCASED THERMOMETER

USE THIS SINGLE UNIT WHEN HOT & COLD WATER COME FROM SAME OUTLET

CONNECT THIS ADAPTER TO 2nd FAUCET WHEN HOT & COLD WATER TAPS ARE SEPARATE



$9.95 POST PAID (Adapter $1.95 EXTRA)

MONEY BACK IF NOT SATISFIED

EDWARD J. DOYLE
51 SCIO ST. ROCHESTER 4, N. Y.

submitted must not have been published anywhere previously. For further information, and to submit entries, address Picture Contest, *Sports Afield*, 401-405 Second Ave. South, Minneapolis 1, Minn.

AMGLO CORPORATION announces the 1950 speedlight photographic competition. Closing date is midnight, Nov. 14. More than 1,000 awards, including three grand prizes of cash and equipment, and 100 prizes in each of ten divisions, are offered. Contestants must expose their negatives wholly or in part by the light from electronic flash units equipped with Amglo speedlight tubes. Medals and certificates of award will be given to each winner. Information and entry blanks may be obtained by writing Contest Manager, Amglo Corp., 4234 Lincoln Ave., Chicago 18, Ill.

EMPIRE STATE BUILDING, in New York City, is conducting a contest to select the best pictures taken of or from that building. The contest is open to amateur photographers anywhere; closing date is Sept. 15. To be eligible, pictures must have been taken between March 15 and Sept. 15. The contest is managed with the cooperation of the Metropolitan Camera Club Council, of New York, and is closed to employees of Empire State, Inc., and members of their families. Seven cash awards and 25 other prizes will be presented to winners. All prints awarded cash prizes become the property of Empire State, Inc., which reserves the right to reproduce them at will. All prints must be black-and-white, 5x7 or larger, and suitably mounted for display. The judges will be selected from the Council, or from the Photographic Society of America. To submit entries, or for information, address Photo Contest Manager, Empire State Bldg., 350 Fifth Ave., New York, N. Y.

LEICA PHOTOGRAPHY announces the Grand Leica sports and action contest, which closes Sept. 1. The competition is open to any Leica owner who is a resident of the United States or its possessions, and whose camera is registered with E. Leitz, Inc. Entries may be submitted in either black-and-white or color. Six entries are allowed in each class. Prints must be unmounted, and no smaller than 8x10. Slides should be bound between 2x2 glass plates, and taped. No photographs which have already won prizes in contests sponsored by photographic publications other than *Leica Photography* will be considered. Prizes will consist of Leica cameras and accessories. For further information, and to submit entries, write Contest Editor, *Leica Photography*, 304 Hudson St., New York 13, N. Y.

MARKETS

JACOB RUPPERT BREWERY is again searching for pictures for use in an advertising campaign. Close-ups of average people, not posed models, are desired. Animal and trick pictures are not acceptable, and in no case will pictures of minors be considered. Photographs should be simple in composition and subject matter, with the facial expression of the subject telling the story of the picture. Amateurs or professionals may submit photographs. Forty pictures will be chosen, and paid for at the rate of $250 each. There is no limit to the number of individual entries, but each photograph must bear the name and address of the sender, and model releases must be available for all subjects. Glossy prints are preferred. This photo search closes July 15. For full rules, or to submit prints, write "Smile of Pleasure" Photo Search, Jacob Ruppert Brewery, P. O. Box 88, New York 46, N. Y.

THE FARM BUILDER is interested in purchasing 4x5 or larger vertical color transparencies of farm scenes. These transparencies must have human interest and be authentic rural shots. The pictures are intended for use as cover illustrations, and should be close-ups rather than scenics. For information on prices, and to submit transparencies, write Editor, *The Farm Builder*, Ardsley, N. Y.

COLORFUL KANSAS, a contest for color transparencies exposed in Kansas, is sponsored by the Kansas Industrial Development Commission. Any size transparency may be entered, and all photographers are eligible. Awards will consist of 32 cash prizes and two honorable mention certificates. Winning transparencies will be used in the state's tourist and industrial promotion programs, and entries from native Kansans are particularly invited. Contestants may submit up to ten entries. All winning transparencies become the property of the sponsors. The closing date is Oct. 15. For information and entry blank write Kansas Industrial Development Commission, 903 Harrison St., Topeka, Kan.

Ciro-flex Model F

Only REFLEX camera FULLY SYNCHRONIZED at all speeds!

Model F brings you the finest lens and shutter combination available today—gives you what no other reflex camera gives you—*full synchronization at all speeds.*

The fine-coated 83 mm. f3.2 Wollensak viewing lens and the 83 mm. f3.2 Wollensak Raptar taking lens are perfect twins, perfectly synchronized. The Wollensak Full Synchromatic Rapax Shutter works with all types of flash bulbs (M-F-X). For Class M (20 m.s) Lamps; for Class F (5 m.s); for Class X (electronic flash). There are nine speeds, from 1 to 1/400 of a second, plus T. and B. exposures. Stops from f3.2 to f.22.

Built in synchronizer delay mechanism simplifies flash picture taking. All you do is set indicator lever to proper dial marking, then snap.

The WOLLENSAK RAPTAR 4-ELEMENT TAKING LENS of Model F is precisely corrected to eliminate coma, distortion and astigmatism. Its greater resolving power gives you finer definition—so important when your negatives are to be enlarged. This lens is treated with Wocote—Wollensak anti-reflection hard coating—which reduces internal reflections and flare, increases image contrast and brilliance, sharpens detail, and produces purer, richer colors in full-color photography.

$148.75

Other models as low as $76.98

"A NEW LOOK" at no extra cost

The new Ciro Field Lens gives you brighter, sharper images on the ground glass for quick and accurate focusing.

See it at your dealer's, or write

CIRO CAMERAS, INC.

425 South Sandusky • Delaware, Ohio

Ciro-flex

Now! Brilliant COLOR PRINTS... Better BLACK and WHITES

AMAZING TRI-TRAY

PAT. PEND.

TRIPLE PURPOSE PHOTO TRAY WITH POSITIVE TEMPERATURE CONTROL

Now, positive temperature control without ice cubes, heating pads, makeshifts! Constant level of circulating water from tap maintains temperatures of solutions in trays on removable platform. No floating, tilting, spilling. 2-level TRI-TRAY permits simultaneous processing and washing. Worth its price as a washer alone . . . gives constant agitation of quantity prints in sizes up to 16 x 20. Without platform, an ideal developing tray.

Attractive stainless steel, 16x20x3. Holds up to 4 (5x7) trays, 2 (8x10) or 1 (11x14). Costs only a fraction more than ordinary trays.

FOR BEGINNER . . .
ADVANCED AMATEUR . .
PROFESSIONAL . . .

MONEY BACK GUARANTEE

Write for illustrated folder

United PHOTO TRAY CO.

201 N. WELLS ST., CHICAGO 6

Folding Speedguns are now available for all synchronized shutters. *No other synchronizer gives you so much for so little:*

- **Lightweight, streamlined, satin-finish, Dural construction!**
- **Convenient outlet for side-lighting extension standard plug.**
- **Automatic bulb ejector.**
- **Battery-case for 3 medium sized batteries.**
- **5" chrome-plated aplanatic or deep parabolic reflector for midget bulbs.**
- **Sturdy, adjustable, folding bracket permits compact packing.**

Series #1400 has 3-cell heavy-duty battery-case and 7" chrome-plated aplanatic reflector for standard bulbs. Ideal for synchronized Reflex cameras. Retail price $11.95. At all photo dealers.

MENDELSOHN
SPEEDGUN CO., INC. • BLOOMFIELD, N. J.

35mm DEVELOPED AND ENLARGED To 3¼ x 4½

LESS THAN 4c A PRINT

SATISFACTION GUARANTEED

Your Pictures Rushed Back to You the Next Day

Get our free folder now. Learn about Rochester Laboratory's complete service for your 35mm films; black and white processing, cartridge reloading service, our new complete color service, etc.

This is the service you've searched for — low cost, prompt service and guaranteed satisfaction or your money back.

A complete 36 exposure roll developed and every picture enlarged only $1.25, 20 exposure roll 75c

GUARANTEED RELOADS FOR YOUR CAMERA
Kodachrome, Ektachrome, Ektar

36 exposure reloads, 45c 20 exposure reloads 30c

Serving thousands of 35mm camera owners for over 12 years, Rochester Laboratory 35mm service choices are intended, personal attention and economical handling of your 35mm camera. Read what Mr. C. Arthur Jones of Brooklyn, N. Y., says: "The prints from my first collection sent you were superb! The best work that I have ever had done."

Get this better, Low Cost service for your 35mm films. Send for FREE folder TODAY!

ROCHESTER LABORATORY, INC. Dept. 658
Box 199, Rochester 1, N. Y.

Please send FREE mailing container and information.

Name .....

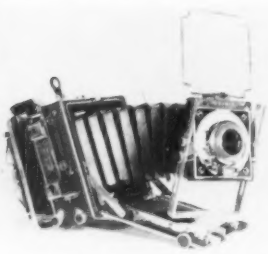
Address .....

City ..... State .....

MAIL THIS COUPON NOW!

TRADE NOTES AND NEWS

THE LATEST DESIGN of the Meridian 4x5 press-view type camera is being produced by the Meridian Instrument Corp., 150 Lafayette St., New York, N. Y., and features a new base for the front standard. The base permits lateral movement of the front standard and a quick rotating movement of the front. A multi-directional spirit level has been added directly forward of the rear sight. A stronger adjustable leather strap has been provided, too. The CE model, having vertical and horizontal camera back swings, costs $225, less lens and rangefinder; the C model, similar except without back swings, costs $195.

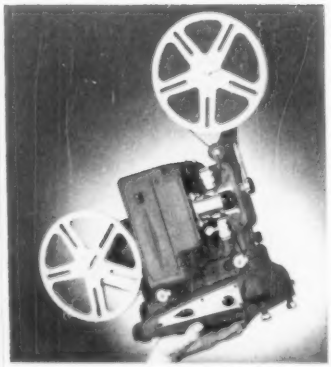


Model CE with new base for front standard.

A SERIES OF MASKS made to adapt most 2¼x3¼ sheet-film holders to take 4 35-mm pictures on each sheet of film is placed on the market by the R. & M. Products Development Co., 3946 Holmur Ave., Detroit 4, Mich. The new Colo-Mask set consists of three masks made as a supplement to 2¼x3¼ holders; one mask is solid and the remaining pair have a rectangular hole cut so as to determine the boundary of the picture area. By using the numbered masks in proper sequence, each sheet of film is masked to produce 4 pictures. The solid mask may be inserted along with the numbered slide to index the pictures remaining to be taken if the complete film is not exposed. The set costs $1.95. Write the manufacturer for complete information.

A WIDE-ANGLE LENS assembly that attaches to 8 and 16-mm projectors to produce a larger screen image with a limited projection distance is being manufactured by the Eiholtz Optical Co., 200 N. Water St., Peekskill, N. Y. The new IncroLens has 2x magnification. The price of the coated auxiliary lens for 8-mm projectors is $8.50; for 16-mm projectors, $11.75. Adapters for attaching the wide-angle lens to the projector lens cost $1 and $1.25.

A NEW PROJECTOR is introduced for 8-mm movie fans by Pallard Products, Inc., 565 Madison Ave., New York, N. Y., with its M-3 model, which features positive "snap" threading and 500-watt illumination. The projector is equipped with a coated 20-mm Kern-Pallard f/1.6 wide-angle projection lens, a claw mechanism film shift, motor and auxiliary hand rewinds, and an automatic loop former. The film gate can be cleaned while the film is running, and the projector, which costs $167.25, has an automatic coupling device for any standard or reading lamp so that when the projector is "on" the lamp is "off," and when the lamp is turned "on" the projector is "off."



Lightweight projector has 20-mm f/1.6 lens.

PROJECTIONISTS using 8-mm equipment are offered the new Cinex Auxiliary Projection lens by Mansfield Industries, Inc., 1227 Loyola Ave., Chicago 26, Ill. The lens is designed to increase the picture area twice at a given distance without loss of light. The price is $6.95 including tax.

A FLASH SYNCHRONIZER using the battery-capacitor system is being manufactured by the Busch Precision Camera Corp., 411 S. Sangamon St., Chicago 4, Ill. The new Busch B-C Synchronizer has a delay mechanism which retards the shutter to coincide with the light peak of the flashbulb. The flash unit, which can be used with solenoid synchronizers and with shutters having built-in flash synchronization, has a tiny 22½-volt battery to supply the circuit, and 2 penlight batteries are used as the power source for the focusing light. The synchronizer switch can be turned front or back to suit the user. Price of the unit, less batteries, reflector, and bracket, is $17.25 including tax.

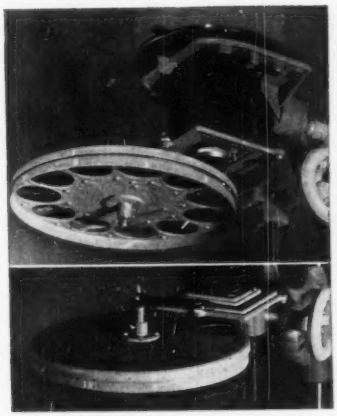
Flash unit uses the battery-capacitor system.

MOVIE MAKERS are offered a new 8-mm magazine-load camera by the Bell & Howell Co., 7100 McCormick Rd., Chicago 45, Ill. The new Magazine 8, Model 172 single-lens camera, which is similar to the B & H Auto 8, has 16, 24, 32, and 64 frames per second camera speeds and single frame. The camera features a positive viewfinder, magazine ejector, and 10-foot run, and is equipped with an exposure calculator based on ASA index, detachable carrying cord, and starting button back. The camera is available with either a coated ½-inch Comat f/2.5 fixed-focus lens costing $129.50, or a coated ½-inch Sun Cataract f/1.9 lens in focusing mount for $159.50. Both lenses have click stops.

New camera has exposure guide based on ASA.

READY-MIXED, abrasion and corrosion resistant Vinel plastic is introduced by James Lathrow Co., Inc., Los Angeles 22, Calif., with its new Cathine solution which can be applied to wood or metal by brush, spray, or dipping. It is air drying and non-toxic, and is available in standard colors. The solution is sold in pint, quart, gallon and 5 gallon containers. Write the manufacturer for complete information.

A FILTER HOLDER to accommodate 10 unmounted du Pont gelatin filters, which are used with Varigam paper, is introduced by Bellcraft Mfg. Co., 5527 Cahuenga Blvd., North Hollywood, Calif. The holder consists

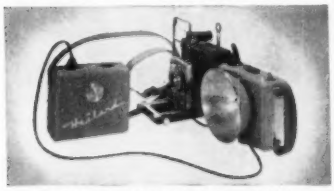


Top picture shows 11 openings; 10 for filters, 1 for focusing. Shot below shows holder's top.

of 2 disks mounted on a shaft; the top disk, which serves as a protecting cover, is held stationary on the enlarger by a set screw, while the lower disk, which has 11 openings, 10 for filters and 1 for focusing, is free to revolve, permitting the selection of any desired filter. The disks are numbered and indexed to facilitate the selection of filters; click stops insure perfect alignment. The price of the holder is $9.75. Write the manufacturer for complete information.

BEG YOUR PARDON: In the course of a project like preparing the Directory Issue of POPULAR PHOTOGRAPHY for the press, it seems impossible to avoid errors completely. The prices under the Fresnel Photospot should read, "Price of stand, $25; Photospot, $19.50." The price of the Giraffe Cub spotlight should be $79.50. The R-1140 and R-1142 speedlights manufactured by Sylvania Electric Products, Inc. have been discontinued, and the following are the correct prices (including tax): of the Sylvania Superflash flashbulbs: The SF, $.16; Press 25, $.14; No. FP-26, $.17; No. O, $.16; Press 40, $.17; No. 2, $.18; No. 2A, $.27; No. 3, $.25; No. 25B, $.18; No. 40B, $.20; No. 2B, $.25; and No. 3B, $.32. Lisco Products Co., 631 W. Elk Ave., Glendale 4, Calif., should have been included among manufacturers of sheet film holders.

DESIGNED TO OPERATE on a-c house current or direct from a 2 wet-cell battery power pack, the new Strobonar I electronic flash unit is introduced by the Helland Research Corp., 130 E. 5th Ave., Denver 9, Colo. The light unit, which uses the new



Speedlight uses G-E's hairpin-type flashtube.

hairpin-type G-E FT-110 flashtube, weighs 3½ pounds and costs $86.25 including tax. The battery pack, equipped with shoulder strap, weighs 4½ pounds and costs $49.50. The flashtube is sealed into a 5½-inch Helland reflector with a plastic protecting shield. Effective exposure time is about 1/1000 second, with a 10-second minimum interval between flashes. The speedlight is for use with shutters which have "X-contact" or provisions for "X" selection. Adapters for "F" and "M" delay are optional at extra cost.

FROM ENGLAND the Jenmen Enlarger Extender is introduced by The Cabul Tool Co., Ltd., 46 Battersea Bridge Rd., London, W.W. 11. The Extender is a 1¼-inch stainless steel tube 6 feet long and fitted with shock absorbers mounted in a solid aluminum wall bracket, and with a foot pedestal. Other regular equipment includes a release device for quick dismantling and the Jablo lightweight paper table, consisting of an aluminum spider for table support and a

It's a Snap

. . . taking better pictures with the FLEXARET III, the easiest-to-use camera anywhere near its price. See your picture right side up in the brilliant view finder . . . focus with either hand . . . SNAP! A single crank of the automatic film transport, and you're ready for your next picture. No other reflex in this price range has this feature!

flexaret III

meopta
mechanical-optical perfection

COMPLETE WITH GENUINE LEATHER CASE

$79

incl. tax

WRITE FOR FREE FOLDER

AUTOMATIC FILM TRANSPORT

Automatically loads, transports and counts film.

FAST LENSES

f:3.5 Meopta-Mirar three element, color corrected hard coated taking lens. Brilliant f:3 Anastigmat viewing lens.

FINGERTIP FOCUSING

Focusing with either hand. One of the lightest, yet sturdiest reflexes made—all metal—no plastics . . . Prontor II shutter, 8 speeds from 1/200 sec. to 1 sec. and T & B . . . built-in Self Timer . . . magnifier covers entire image . . . sports finder.

See the FLEXARET III at your dealer

SOLE DISTRIBUTOR IN THE UNITED STATES

American Equipment Company
Incorporated
Jersey City, N. J. Atlanta, Georgia

We Won't Do $1 Developing

Fine developing and printing can't be done at Bargain prices. Perhaps your best negative is on your present roll . . . but unless it is expertly developed and printed you'll never know. Edwards individually develops, hardens and vaporates every film. Each print is separately made by hand, with full consideration of negative characteristics. Edwards' service is unequaled and reasonably priced. Write today for FREE price list.

EDWARDS FINE GRAIN LABORATORY, INC.
P.O. Box KX, Chicago 90, Ill.

WE'LL BUY YOUR LEICA-RETINA II AND ROLLEIFLEX

Bonus paid for extra clean cameras & enlargers

FREE BARGAIN DIGEST

Get on the mailing list for our bargain digest. It's jam packed with bargains.

ALFRED BASS, INC.
585 MARKET ST. • SAN FRANCISCO 5, CALIFORNIA
Cable Address: ALBAS
We Pay Top Prices for Your Equipment

$100 "Miracle" Camera

can be Yours for

Only $3.95

Make your own High-Speed Camera—Enlarger—Slide Projector — Movie Film Viewer — Shadowgraph — Burglar Alarm Lights— Engraving Spot—Telescope—Field Glasses—Signal Light—Magnifier—Code Blinker Light.

ALL OF THESE and many more useful things can be made with this fine precision made piece of optical equipment.

U. S. Army paid $100 for this amazing device! When present supply is gone it is doubtful if more will be available at any price! No finer piece of Precision Optical Equipment was ever made. Contains color corrected achromatic lens 2¼ inches in diameter and 5½ inch focal length. Made from finest optical glass. Other parts consist of: Cast Aluminum Case, Water-tight Cover Glass, Front Surface Reflecting Mirror, Reticule, Lamp Socket, 2½ volt Lamp Bulb, Micrometer Adjustment of Socket, Bull's-Eye, etc. Don't miss an opportunity like this that may never be repeated. Rush check or money order today to

ELECTRONIC PRODUCTS CO.
Dept. PO, St. Charles, Ill.

VETERANS—G. I. Approved

Learn— One of the Finest Schools in the Country

Photography—Basic—Commercial—Portrait—Color

Camera Repair Course

FORT WORTH SCHOOL OF PHOTOGRAPHY

104 EAST 12TH STREET Write for Booklet FORT WORTH, TEXAS

THE NEW ALPA
PRISMA REFLEX

ALPA

35 mm Swiss precision built. Newly designed built-in PRISM

- The image appears "right-side-up" and correct left to right for better composition.
- Convenient viewing at 45 degrees for natural position of head.
- Perfect illumination in all corners—even small stops.

A comprehensive line of finest lenses and accessories is available for both the ALPA PRISMA-REFLEX and ALPA-REFLEX models.

With mirror-reflex PLUS coupled rangefinder, the ALPA is the most complete and versatile camera for the amateur, professional, and scientific photographer.

PRISMA-REFLEX
$269.50 with F 2.8 lens $337.70 Fed. Tax. Incl.
367.50 with F 1.8 lens 435.50 Tax. Incl.

For complete technical information, write for free illustrated Catalogue P.

HEITZ & LIGHTBURN
16 WEST 90TH STREET, N. Y. 24, N. Y.

SELF ILLUMINATING
COMMANDER
ELECTRIC VIEWER

STANDARD BATTERIES

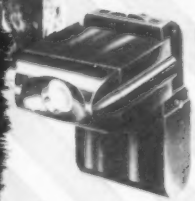
FOR 2x2 AND BANTAM SLIDES AND COLOR FILM

FOLDS TO FIT ANY PURSE OR POCKET

Now Available In Two Models

Deluxe Viewer With Rectangular Lens
$5.95

Standard Viewer With Circular Lens
$4.95



If Your Dealer Can't Supply You . . . Write Direct!

If you are a color fan . . . and who isn't these days? . . . then you'll want one of these Arcadia Viewers. The newly introduced Deluxe model features a rectangular lens that permits group viewing. Standard model has the conventional circular lens for individual viewing. See it at your camera shop.

ARCADIA MFG. CO.
2646 W. NORTH AVENUE
CHICAGO 47, ILLINOIS

table arm with a double joint for 2-way tilt. The table has an automatic leveling device independent of any setting or zero position. The Extender can be used as a vertical copy holder for still work or movie titling. Write the manufacturer for complete information.

FEATURING A POCKET that is detachable from the main section, the Perrin Dual gadget bag is offered by the J. B. Perrin Co., 8510 Warner Dr., Culver City, Calif. The outside pocket of the unit is attached to the main portion with 2 snap locks and is equipped with rings so that the shoulder strap may be attached to it when it is detached for use alone. For prices, write the manufacturer.

FROM BRITAIN comes the new Dawe-Nelrod 4x5 press-type still camera which features both between-the-lens and focal-

New camera has front and focal-plane shutters.

plane shutters, coupled rangefinder, built-in synchronization for both electronic flash and flashbulbs, a compartment for batteries, and a permanent reflector socket for both types of lamps. The camera is equipped with a coated 3½-inch Ross Xpres lens and has an over-sized focusing knob that also controls a beam-focusing device, which in turn is coupled to the rangefinder. An electronic flashlamp is built into the camera, which weighs 6 pounds.

Dawe Instruments Ltd. of London also is manufacturing a battery-operated electronic flash unit called the Minilash. It is powered by 8 standard flashlight batteries and has a button at the back of the lamp holder which, when pressed, lights a neon indicator,

British speedlight uses 8 flashlight batteries.

showing that the condenser unit is fully charged. The lamp unit is connected by means of a trigger lead to a contact in the camera shutter, so arranged that the electrical charge in the condensers is discharged into the flashtube the moment the camera shutter release is operated. A screw mount enables the speedlight unit to be attached directly to the camera. The unit weighs 11½ pounds, provides light with a color temperature of 6500 K and a flash duration of about 1/5000 second, and is equipped with a special reflector. Write to C. F. Carpenter, Suite 554, 11 W. 42nd St., New York 18, N. Y., for prices of the camera and speedlamp.

PLASTIC REELS for projectionists and owners of tape recorders are introduced by Ameritine, Inc., 1753 N. Honore St., Chicago 22, Ill. According to the manufacturer the reels cannot become magnetized, will not warp are moisture-proof, and will not bend, break, or chip. They are available in 5- and 7-inch diameters for ¼-inch tape, in 200 and 400-foot sizes for 8-mm movie film, and in 400-foot size for 16-mm film. Write Ameritine for complete information.

FOR NEGATIVES from 35-mm to 4x5, the new No. 100 Fotolarger is introduced by Testrite Instrument Co., Inc., 47 E. 14th St., New York 3, N. Y. The enlarger uses a No. 212 opal lamp, and has 2 matched con-

RAY-VOGUE
SCHOOL OF PHOTOGRAPHY

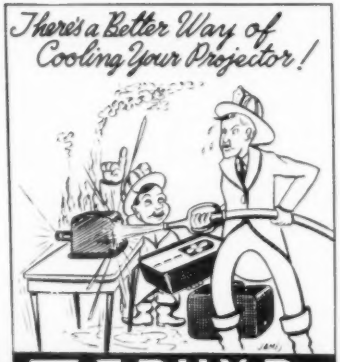
New Ray-Vogue School Building

BASIC • COMMERCIAL • PORTRAIT PHOTOGRAPHY

Finest professional instruction and equipment. G.I. Approved. Living accommodations secured. Write for catalog P7.

750 N. Michigan Ave., Chicago 11, Illinois

There's a Better Way of Cooling Your Projector!



ZEPHYR
BLOWER and SLIDE CASES

FILMS DEVELOPED
"Electric Eye—Never Fade"

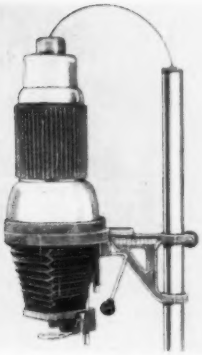
35 mm. 36 exp. fine grain developed and jumbo high quality enlarged 1.25
20 exp. only 90c
8 exp. rolls developed and enlarged 35c
12 exp. roll, 50c
16 exp. roll, 65c

Reprints 4c each. Write for Free Mailer.

DURO-TONE LABS.
BOX 52-BG STATION P BROOKLYN 12, N. Y.

HOLLYWOOD'S Best of the Best
BARBARA OSTERMAN
Your Cover-girl
Wearing the latest in swimsuits
5—2x2 color slides $2.00
1—5x7 black & white prints 1.00
GEORGE K. GRINDROD
1616 N. WILCOX HOLLYWOOD 28, CALIF.

NEW 1950 CATALOG
just off the press
184-page Mammoth Photo Directory
SEND 25c ..... first order
BLOOM'S CAMERA CENTER, INC.
1657-PP Main St., Springfield, Mass.
New England's Largest Photographic Mail Order House



Condenser unit takes films from 35 mm to 4x5.

densers mounted in a special housing, which has a bracket for a heat absorbing or diffusing glass. It is equipped with a glassless, rotating 4x5 negative carrier, and features a vertical or horizontal swinging head for oversize enlargements. The lens mount will accept 4x4 lensboards from 4x5 cameras. The price without lens is $69.50 plus tax; with 135-mm Elgeet Colorstigmat *f*/4.5 lens, the price is $99.50 plus tax.

A NEW FILM for making black-and-white pictures with the Polaroid Land camera is introduced by the Polaroid Corp., Cambridge 39, Mass. The film, Type 41, has the same emulsion speed (100 ASA) as the sepia film. The new picture has a semi-gloss finish, and the new process has no reagent "emulsion" left on the picture to cause it to crack or curl in dry weather. Type 41 costs the same as the original sepia, which now has the same technical improvements as the newer film, and the pictures now come from the camera dry and flat so that they can be handled freely at once. Accidentally creased prints can be straightened without damaging the surface. Polaroid also has set up a copy-negative service, and duplicate prints and enlargements are available, too, in both black-and-white and sepia from originals in either tone.

FOR FAST ACTION in changing sheet film, a 6-shot sheet-film magazine is announced by Graflex, Inc., Rochester 8, N. Y., with

Grafmatic 6-shot holder facilitates rapid work.

its new Grafmatic Film Holder for use with all 2¼x3¼ Graphic and Graflex cameras. The holder, which looks like a film-pack adapter, enables the user to take 6 pictures in rapid succession if he so desires. An automatic counter indicates the number of exposures that have been made, while a "free-wheeling" device permits intentional double exposures. The holder costs $15.95.

THE LATEST MODEL Linhof Technika, the IIIE, is announced by Peerless Camera Stores, 138 E. 44th St., New York 17, N. Y. Its new feature is the Multi-Focus Rangefinder which can be set up to synchronize with several interchangeable lenses. The camera, complete with coated 135-mm Wollensak Raptar *f*/4.7 lens in Rapax shutter and coated 90-m Schneider Angulon *f*/6.8 wide-angle lens in Compur Rapid shutter, both coupled to the Multi-Focus Rangefinder, is priced at $319.50. Other lens combinations also are available.

A FLASHGUN which has a built-in lamp socket adjuster to facilitate use of either standard screw-base or bayonet-type flashbulbs is announced by Bracco Photo Products, Inc., 2288 Amsterdam Ave., New York, N. Y. The new Duo-Flector can be used for both synchronized and non-synchronized

WAR SURPLUS SPECIAL

K-21 with 7" f2.5 ctd KODAK Aero Ektar

Government cost over $800 **Now only $79.50** Complete

BRAND-NEW

Use this world-famous lens to make pictures where you've never been able to work before! With great speed, unusual brilliance, ultra-sharp definition, the 7" f2.5 coated Kodak Aero-Ektar is one of the finest ever made! It cost the U. S. Army over $360.00! Today, you'll find it widely used on many cameras, including press and view, all kinds of reflex, 35mm miniatures and 16mm movie. (See below for adapters).

We supply this lens with K-21 5x7 aerial camera (made by Graflex), at this special low war-surplus price. Camera has 24 volt AC-DC Dumore motor (will run off toy transformer). Loads 7"x15' of film for 30 exposures. Can be used for many aerial and studio applications. Camera and lens represents total Gov't cost over $800.00! BRAND-NEW, as illustrated, your LOW war-surplus price is only **$79.50**

(shipping weight 40 lbs.)

SPECIAL ADAPTING MOUNTS — consisting of Extension Tube, Bed Brace and Board for:

2¼x3¼ Graphics	$21.50	4x5 Anniversary Graphic	10.95
3¼x4¼ Graphics	18.50	4x5 Pacemaker Graphic	12.95

Precision focusing mount, specify camera ("C" mount, Leica, Kine Exakta, etc.) $70.00

AIR PHOTO SUPPLY CORP
555 East Tremont Ave., New York 57, N. Y.

for candid photography...

GEVAPAN

a new, fast, panchromatic roll and sheet film. In all popular rollfilm sizes and in sheet sizes: 2¼x3¼, 3¼x4¼, 4x5, 5x7 and 8x10.

PANCHROMOSA

fast, too, but not quite so fast as Gevapan. Ideal for indoor photography.

GEVACHROME

general purpose ortho film for daylight use. High speed, very fine grain. Now coated on safety base. In all popular rollfilm sizes and sheet sizes to 8 by 10.

Your photo dealer has, or can quickly get, all Gevaert products for you.

The GEVAERT COMPANY of AMERICA, Inc.
423 West 55th Street, New York 19, N. Y.
In Canada: Gevaert (Canada) Ltd., Toronto, Ont.

The "VARIGAM" FILTER HOLDER

for use with DUPONT "Varigam" Filters.

- makes your work easier.
- quick selection of desired filter.
- easily attached to practically all enlargers.
- ten filter openings . . . it rotates.
- no filters lost or mislaid.

the "Varigam" FILTER HOLDER

$9.75

set of 10 unmounted DuPont "Varigam" filters $5.23

at your dealer or sent postpaid—cash with order.

BELLCRAFT MFG. CO.
5527 N. Cahuenga Boulevard
North Hollywood, California

DAYLIGHT COLOR "CINEK" TUNGSTEN FILM

- In the "Odd" Sizes
- Natural Full Color

#130 (6 Exp.) $1.50 #118 (6 Exp.) $1.60
#124 (6 Exp.) 1.60 #828 (8 Exp.) .75
#122 (6 Exp.) 1.75
Weston Speed—Day 20—Tung. 16

- Positive Transparencies
- Dealer Inquiries Invited

Prompt Efficient Laboratory Service
Mail Orders filled promptly—Satisfaction Guaranteed.
Include 10c postage. Order from:
WHITEHEAD FILM PRODUCTS
P. O. Box 19P, Planetarium Sta., N. Y. C. 24, N. Y.

USED LENSES
BARGAINS • GUARANTEED

LENSES FOR GENERAL USE

4¼" 105 mm Carl Zeiss F 4.5, Compur	$42.50
5" Kodak Ektar F 4.7 coated, Supermatic	40.00
5" Carl Zeiss Double Protar F 6.3, Compur	47.50
6½" 16 mm Carl Zeiss Tessar F 4.5 Compur	59.50
10" Carl Zeiss F 4.5 in bbl	79.50
14" Kodak Ektar F 6.3 lens #5 shutter coated	165.00

LEICA & CONTAX LENSES

35 mm. F 3.5 Wide Angle Elmar coated	$69.50
50 mm. Elmar F 3.5, coupled	22.50
50 mm. Summitar F 2, coupled	69.50
50 mm. F 1.9 Dallmeyer coupled	69.50
75 mm. F 1.9 Hektor coupled	139.50
75 mm. F 3.5 Schneider Xenar coated	45.00
90 mm. Elmar F 4, Telephoto coupled	49.50
105 mm. F 6.3 Elmar Telephoto coupled	57.50
135 mm. F 4.5 Elmar Telephoto	65.00
135 mm. F 4.5 Hektor Telephoto, coupled	85.00
28 mm. F 4 Zeiss Tessar W. A. For Contax	79.50
50 mm. F 2.8 Zeiss Tessar For Contax	72.50
85 mm. F 4 Zeiss, For Contax	79.50
135 mm. F 4, Sonnar Tele, For Contax	124.50

WRITE for Information on Used Cameras and Equipment

WE BUY & SELL USED CAMERAS & LENSES

Leica Cameras and Lenses (all models)—Contax Cameras and Lenses—Telephoto Lenses — 8 and 16 mm. Movie Cameras and Projectors (sound and silent) NEEDED at ONCE

HIGHEST CASH PRICES PAID, WRITE

CAPITAL CAMERA EXCHANGE
1003 PENNSYLVANIA AVE., N. W. • WASHINGTON, D. C.

Flashgun has built-in lamp-socket adjuster.

cameras. The flashgun also features a polished chrome reflector, a bulb ejector, an outlet for extension flash, a bracket arm adjustment knob, and a bracket arm sleeve with both vertical and horizontal adjustments. The price of the unit for cameras with built-in synchronization is $14.41; for non-synchronized cameras the price is $13.52.

FOR LENSES AND NEGATIVES, two new brushes are placed on the market by the Delta Brush Mfg. Corp., 119 Bleecker St., New York, N. Y. Style 319 is a round camel-hair lens duster in lipstick-type case; Style 318 is a retractable negative duster that is 1-inch wide. Each brush costs $1.

DESIGNED TO FIT most lower-priced cameras, the Gallinger Clip-on Filter and Clip-on Portrait Lens are introduced by Gallinger Bros., Inc., 1829 Flatbush Ave., Brooklyn 10, N. Y. The attachments are made of optical glass with metal frames and are available in 25, 29, 36, and 32-mm sizes. The portrait attachment is +1 diopter and the filter is medium-yellow in color. The filter costs $1.39 and the portrait attachment, $1.12.

AN ADAPTER RING for the Zeiss Tessar f/2.8 lens supplied on the new Rolleiflex camera is introduced by Tiffen Mfg. Co., 71 Beekman St., New York 7, N. Y. The adapter fits inside the bayonet mount and accepts Series VI filters and accessories. An insert ring for holding filters is included with each adapter. The price is $2.50.

OUTDOOR CAMERA FANS are offered aluminum or stainless steel reflectors by the Cyca-Bal Distributors, Sawyerwood, Ohio. The reflectors, which also can be used for indoor work, are available in ¼-inch to 1½-inch thicknesses and sizes from 12x12 inches to 3x12 feet. Cyca-Bal also makes custom designed reflectors in any size, shape or weight. Write the manufacturers for complete information.

EQUIPPED WITH THE FT-110 G-E flashtube, the new Synctron Candid battery-operated portable speedlight is introduced by Dornitzer Electric & Mfg. Co., Inc., 89 Brighton Ave., Boston 34, Mass. The electronic flash unit has the same built-in safety devices as its forerunner, the M-100, and is equipped with a mounting bracket to fit most cameras. Write the manufacturer for complete information.

Portable speedlamp features G-E FT-110 tube.

STILL AND MOVIE camera owners are offered the new Pallard-Bolex Cine Titler and Optical Bench, announced by Pallard Products, Inc., 265 Madison Ave., New York, N. Y. The device has a traveling camera cradle and rack-over which is fitted with full adjusting stops for any camera. The travel along the center bar of the bench is 24 inches. Twin lamps are adjustable in a

America's Favorite
COLOR PRINT CHINACOLOR
FINISHED LIKE FINE PORCELAIN

WALLET SIZE 2¼ x 3¼ **Now 25¢**

DELUXE MOUNTINGS
3X4 ---- .65 | 4X5 -- .90
3¼X4¼ -- .75 | 5X7 -- $1.75
CLASSIC 8X10 -- $3.00

UNMOUNTED
2¼X3¼ -- .25 | 4X5 -- .75
2¼X2¼ (From Sq. Roll Film) -- .25
3X4 ---- .55 | 5X7 -- $1.50
3¼X4¼ -- .65 | 8X10 -- $2.75

ANSCO COLOR FILM DEVELOPED
35MM (slide mtd.)/120-620 - $1.00

NORMAL 3 DAY SERVICE
MINIMUM ORDER $1.00
PLEASE SEND YOUR PAYMENT WITH ORDER

CHINACOLOR LABORATORIES
"CHINACOLOR" is a Reg. Trade Mark
Dept. A-45-301 Cedar St. N.W. Washington 12, D. C.

SLIDE SAVERS

Made of seasoned, walnut finished hardwood and equipped with strong, brass plated hardware—their exclusive Angle Groove permits view of slide without complete removal. No. 3425 for 25 lantern slides, $5.00; No. 3450 for 50, $8.00; No. 34100 for 100, $10.00.

Write for Free Catalog and Filing Handbook No. 502

THE NEGA-FILE CO
NEGA FILE
REG. U.S. PAT. OFF.
EASTON, PENNA.

These are just three of many quality items manufactured by Nega-File and stocked by leading photo dealers everywhere.

Catalog No. 9, featuring the finest camera studies of the male figure in America—of Invaluable aid to **ART STUDENTS —SCULPTORS —PAINTERS —STUDENTS of PHOTOGRAPHY— PROFESSIONAL PHOTOGRAPHERS — ART TEACHERS — ILLUSTRATORS, etc.**

This series is priced at $1.00 and includes **FREE** one 5 x 7 Professional enlargement of one of **Urban's** best known works—**"Sculpture in Bronze."**

Send remittance by Money Order to:
AL URBAN, Dept. P.P.-5
1230 East 63rd St.—Rm. 212 Chicago 37, Ill.
Phone No. MOunain 4-0579
WORLD'S OUTSTANDING PHYSIQUE PHOTOGRAPHER

Custom Built to Specifications!
STAINLESS STEEL PROCESSING EQUIPMENT
for • Photographic Studios • Amateurs
• Commercial Finishers • Graphic Arts
Send Us Your Specifications!
WOLFF MFG. CO.
"Mfg. of the famous Wolff Deep Tank"
4025 Easton Ave. St. Louis 13, Mo.

Titler-copy unit also can be used vertically.

wide range of positions with a maximum separation of extension of over 5 feet. The bench, which costs $124.50, may be used in either the horizontal or vertical position, and is designed to accept a wide range of special Bolex titling and copying accessories.

NEWS NOTES: A complete series of tripods known as the Royalty Line will be presented by Radiant Specialty Corp., 1225 S. Talman Ave., Chicago 8, Ill. The prices of the tripods will range from $16.95 to $24.95, and they will feature "freeze-proof" leg locks.

Spindler & Sauppe, 2201 Beverly Blvd., Los Angeles 4, Calif., is placing a sound unit on the market for use with any Selectro-slide projector. The unit, a modified tape recording device, makes possible sound and music intervals synchronized to the slide sequence, and is automatically ready for repeating.

The 1950 line of cutters and trimmers manufactured by Milton Bradley, Springfield 2, Mass., features a metal guide, a hook to lock the cutting blade, and rubber cushions to prevent the trimmer from sliding. Write Bradley for complete information.

Alkon Photo Products, 230 E. 125th St., New York 35, N. Y., introduces a numbering kit for its line of all-metal sheet-film holders. The plastic tabs are snapped in place in the holder and the same number is printed on a white tab which is attached to the outside of the holder. A kit of 24 numbers costs 50 cents.

Designed for use on the Land Polaroid camera, the Model A-1 Pocket Range Finder Adapter is made available by Hugo Meyer & Co., Inc., 39 W. 60th St., New York 23, N. Y. The adapter, which costs 50 cents, accepts the Hugo Meyer Pocket Range Finder.

A titling service is announced by Spindler & Sauppe, 2201 Beverly Blvd., Los Angeles, Calif., for slide enthusiasts. Slides and the titles to be inserted should be sent to this firm who will return the transparencies with the titles inserted and mounted in glass mounts. Write Spindler & Sauppe for complete information.

A new free pamphlet outlining the technique for making good photographs of flowers is issued by the Eastman Kodak Co., Rochester 4, N. Y. A copy may be obtained by writing to the Kodak Sales Service Division at the above address.

A screw-in type of adapter ring for the new f 3.5 Leica Wide Angle Summaron lens is placed on the market by Enteco Industries, 610 Kosciusko St., Brooklyn 21, N. Y. The ring, which accommodates Series V filters, costs $1.25.

Graflex, Inc., 154 Clarissa St., Rochester 8, N. Y., announces the availability of Ektalite field lenses for installation in most Graflex cameras. Graflex also reveals that the 127-mm Ektar lens in barrel mount now may be purchased as a separate unit. The price is $58.35.

The Mansfield Auto Splice splicer, manufactured by Mansfield Industries, Inc., 1227 Loyola Ave., Chicago 26, Ill., now is available with a rubber base, at no increase in cost.

N.A. Standard Products Co., 139 E. 57th St., New York 22, N. Y., announces that it is producing 7-inch flash shields which will sell for $1.29, or for $1.89 including a spring steel clip and aluminum bar holder.

For the would-be or would like to assemble his own camera, the Ansco Craftsman Kit is introduced by Ansco, Binghamton, N. Y. The kit costs $3.50 and provides parts to make the Ansco Craftsman 120-size box camera.

Graflex, Inc., 154 Clarissa St., Rochester 8, N. Y., is equipped to supply focusing scales to those photographers who wish to calibrate their own vernier scales for extra lenses. Write Graflex for complete information. Graflex also makes available a diffusion disk for 5-inch Graflite and Graflex reflectors along with a new series of connecting cords for use with synchronized Compur and Prontor shutters to permit use of Graflite equipment.

Eastman Kodak Co., Rochester 4, N. Y., is making available free by writing to its Sales Service Division, the new leaflet, "Filter Data for Kodak Color Films," which is punched to fit the Kodak Notebook.

AMERICA'S FINEST!

Gadget Bags • Pro Bags

COLOR PHOTOGRAPHY DEMANDS FINE CAMERAS ... PERRIN BAGS ARE REAL COMPANIONS FOR FINE CAMERAS

PRO BAG No. 209
For reflex camera with flash attached. Plenty of room for accessories. Length 10¾", width 6½", height 10".
Ask for PERRIN 209 **$29.50**

PRO BAG No. 205
Finest, most popular case for Stereo-Realist camera and accessories. Length 11", width 4¼", height 8".
Ask for PERRIN 205 **$29.50**

GADGET BAG No. 705
Popular all around size for 8mm and 16mm movie cameras and accessories. Length 11", width 5¾", height 7¾".
Ask for PERRIN 705 **$19.95**

PERRIN FEATURES

- ★ Edges hand-shaped and rubbed.
- ★ Colors: maple, tan oak, sequoia.
- ★ Fitted with extra outside pocket.
- ★ Super "heavy-duty" talon zippers.
- ★ Finest top grain selected double shoulders.
- ★ Saddle-lock-stitched. Steel reinforced tops.
- ★ Top grain cowhide. Soft sueded interiors.
- ★ Sensational new colors: palomino tan, rich redwood.

Perrin Bags are available at all better photo-dealers.

Perrin CALIFORNIA

J. B. PERRIN & COMPANY, INC.
8510 Warner Drive • Culver City, California • Telephone Texas 0-4621

DEALERS

OPEN THE DOOR TO FUTURE PROFITS!

Clip coupon below and send to Color Research Inc. for detailed information on how to have the finest in color prints. (Ansco & Ektachrome processing) at liberal discounts along with fast service.

Please send me the Series of Pamphlets describing your service

DEALER _____

ADDRESS _____

CITY _____ STATE _____

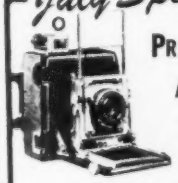
Address to:
COLOR RESEARCH INC.
P. O. BOX 351 MIAMI, OKLA.

BROOKS

BUY, SELL AND EXCHANGE

Top allowances on used cameras and equipment.

July Specials!



PRESS CAMERAS AT TERRIFIC SAVINGS!

4x5 Coated Ektar 127mm f:4.7 Lenses
Compur Rapid Syncro-Shutters

Busch Pressman D	$119.85
Crown Graphic	$148.50
Speed Graphic	$188.50
Kalart Rangefinder	$29.95
$3 for installation	

West Coast Specialists for
LEICA, CONTAX, ROLLEI
Largest selection of new and used equipment.

Send for FREE Catalog:

BROOKS
Kearny at Maiden Lane
San Francisco 8, Calif.
Please send me your latest catalog.

Name _____
Street _____
City & State _____

THE PHOTOGRAPHIC MARKET PLACE

NOW 20 EXPOSURE RELOADED CARTRIDGES **25¢**

SUPER XX PLUS X PANATOMIC X
DUPONT SUPERIOR No. 1, No. 2, No. 3

20 Exposure Rolls.....25c each
36 Exposure Rolls.....40c each
Bulk $4.25 per 100 ft. — $2.25 per 50 ft.

ANSCO COLOR RELOADS
20 EXP. Daylight (A.S.A. 12).....$1.25 Ea.

Fresh, clean film which you can depend on to get good pictures. We do NOT sell War Surplus or "bargain priced" outdated stock. Quality Guaranteed. Shipped postpaid. Minimum order $1.00.

EASTERN PHOTO LABS, Dept. "A"
1405 N. Charles St. Baltimore 1, Md.

FULL COLOR 2x2
KODACHROME SLIDES
Yours on Approval!
Scenic Views - Flowers - National Parks

Now, through the WEST-VIEW COLOR SLIDE CLUB, YOU can select the Kodachrome slides you would like to own after viewing or projecting them in your own home. Membership in the Club is FREE and involves no obligation other than remitting for those slides you wish to keep, and returning the others. No minimum purchase required.

West-View slides are reproduced from full-color photographs of the West taken by such famous color photographers as Josef Muench, Hubert Lowman, Eugene Hanson, and Emil Muench.

Write today for your first approval set of slides. No obligation.

WEST-VIEW
1518 Montana Avenue (Dept. B) Santa Monica, Calif.

NATURAL COLOR POST-CARDS
• 1000 for $75.00 •
REPRODUCED from Your 35MM KODACHROMES
ON THE BEST QUALITY COATED CARDS

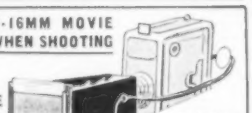
Unlimited possibilities providing post-cards for hotels, motels, restaurants, advertisers, etc. You earn substantial income two ways—your fee for Kodachrome and your profit on cards.

COLORART CARDS are the finest in natural color reproductions.

Lower Prices on Larger Quantities

COLORART, INC.
407 Commercial Center St. Beverly Hills, Calif.
525 Broadway New York 12, N. Y.

QUICK 8-16MM MOVIE TITLES WHEN SHOOTING with NEW POC-ETTE OPTICAL TITLER



Simple—fits right on camera

BRAND NEW—
Perfect for black and white or color!

Just write your title on the special plate, aim the camera at light source with regular exposure—and your title is on film in perfect focus and accurate on-the-scene title.

For standard lenses on 8-16mm cameras. Pocette is light, sturdy plastic. Complete with lock retaining cord only $4.00. Today! Send check or money order—we pay postage.

ZUSSER MFG. CO., Dept. P
6702 Sheridan Rd. Chicago 26, Ill.

FIRST TIME in U.S.A.!
SIXTUS II EXPOSURE METER
Direct from Germany!

A precision exposure meter—if you want to take really "good" photos. A.S.A. Rating. It operates with one hand only, and permits the reading of the correct exposure time for any aperture which an output, incorrect measurements, expensive! Comes in genuine leather case.

Free The camera pocket photo guide ($1) given free with each order of Sixtus II Exposure Meter.

All for $19.95
Reg. $24.50

PRAGAN CAMERA STORE 215 W. 14th St. N. Y. 11, N. Y.

PIN-UPS YOUR NAME PERSONALLY AUTOGRAPHED

YOUR NAME personally autographed on each photo. BEAUTIFUL POSES OF HOLLYWOOD's most gorgeous girls. Printed on double thick mat finish. Beauty and Quality you'll be proud to own. Start YOUR collection NOW! (Wallet, 3 for $1; 5x7, 2 for $1; 8x10, 5 for $2). NOT ALL THOSE LISTED! (Wallet, 12 for $2; 5x7, 7 for $2). SPECIAL OFFER: Sample photo, Beauties, only 25c. Satisfaction guaranteed.

PERSONALIZED PHOTOS
Dept. PP-7, P.O. Box 68, Hollywood Sta.
Hollywood 28, Calif.

COLOR PRINTS
From Any Size Trans.
2¼x2¼ ... 25c 3¼x4¼ ... 45c
5x7 ... $1.00 8x10 ... $2.00
Min. order $1.50 No C.O.D.

4 x 5 Special 50¢ ea.

ANSCO COLOR RELOADS
Special While Limited Quantity Lasts
20 Exposure—35mm. ROLL $1.00
5 rolls $4.75 10 rolls $9.00

Roll Film Processing $1.00
20 exp. 35mm, mounted ROLL

Color Slide Duplicating . . . 25c ea.

CANYON COLOR COMPANY
P.O. Box 2036 Los Angeles 36, Calif.

Only SPEED-O-COPY
With Its Critical Focusing

- Makes a perfect copy of any negative of your Leica, Contax, Kodak Ektra, Argus C-2 & C3, Argus "21", Portex, Karbon and Clarus.
- Extends and broadens the use of your camera.
- Gives positive accurate ground glass focusing.
- Achieves more perfect results in any branch of black and white or color photography.

Used and approved the world over by professional and amateur photographers, scientists, laboratories for microscopy, photomicrography, bacteriology, medicine, pathology, metallurgy, etc.

See Your Dealer—Write For Circulars

D. PAUL SHULL, Dept. PP-7 240 South Union Ave. Los Angeles 26, Calif.

Preserve and File Negatives in Transparent
GLASSINE NEGONTAINERS—$1 Buys:
400—2¼x3¼, 2¼x3¼, 2¼x4¼, 2x3, 2x3½, 2x4, 2x4½; 150—3x3½, 3x5, 3½x5, 2x5. • 100—3¼x4½, 3¼x5, 3½x5½, 3½x6, 3½x7, 3½x8. • 50—3½x9, 3½x9½, 3½x10, 3½x12, 3½x14; 250—4¼x5½, 2x8; 200—4¼x5½, 2x9, 2x10, 1½x9, 2¼x8; 100—4¼x10, 8½x10½, 2x10. • 150—5½x7½, 5½x12, 2x14.

NEG. FILING BOXES (30 SIZES)—EA. $2.00
(Includes 26 Indexes.) Order Negontainers, Separators, Steel Photo Envelopes (Your Name), 1 2 or 3 Lines—$4.00. Photographers' Release Blanks, 35 25c 250 for $1.00. Gum Labels, Photos—Do Not Bend. 100 25c 500—$1.00. Postpaid C.O.D.'s Accepted Money Back! Free Catalog.

ANDREW E. LUTZ, P.O. Box 5, Syracuse 1, N.Y.

5x7 COLOR PRINT **90¢** ea.

SIZE 2¼x3¼ ... 25c SIZE 4x5 ... 75c
SIZE 3¼x4½ ... 50c SIZE 8x10 ... 2.00
Minimum Order—$1.50. No C.O.D.

ANSCO RELOADS Daylight and Tungsten 35MM-20 Exp. $1.50 Roll

COLOR FILM PROCESSING
Ansco & Ektachrome Roll Film 120-620, $1 roll. 35MM 120 exp. $1 roll mounted.

Color Slide Duplicating, ea. ... 25c
Calif. Orders Add 3% Sales Tax

Premier Color Co.
• Dept. P.P.O. Box 3526
• COLE BRANCH
• LOS ANGELES 46

ANSCO COLOR FILM PROCESSING SPECIAL!
120-620 size 20 exp. per roll **85c** 35mm 20 exp. MM per roll **$1.00**

Price includes or roll return.
Your 35mm film processed to fresh mount to enclosure envelope. All Film returned the air mail.

TRU-VAL CAMERA EXCHANGE
1015B 8th Avenue New York 18, N. Y.

Free BARGAIN LIST
New and used still and movie cameras, supplies, etc. Write today for big list. SPECIAL new 8MM reels or cans, 4 for $1.00.

STARK FILMS
Est. 1920 • Dept. P • Baltimore 1, Md.

COLOR SLIDE DUPLICATING

35mm Kodachrome and Ansco Color slides reproduced and mounted. Prompt service.

20c Each..MINIMUM ORDER $1.00

COLOR FILM PROCESSING $1.00
35mm. (20 exp) or 120-620, roll

STEDCO PHOTO ASSOCIATES
7669 Melrose, Los Angeles 46, Calif., York 8658

8mm DREAM FILMS 16mm

Outstanding new movies for the Art Connoisseur. New titles and new faces. Sensational FREE OFFER. Write for FREE catalog.

GOTHAM FILM COMPANY
383 East 48th Street Dept. 10-K
Brooklyn 3, New York

FRESH ANSCO COLOR 35mm RELOADS
SAFETY FILM DAYLITE TYPE #235 A.S.A. 12
20 EXPOSURES IN METAL CARTRIDGES
4 FOR $4.95 — 8 FOR $9.45
BULK FILM:
(27½ FT. $8.95) (100 FT. $29.95)
(Black & White Prices on Request)
HOLLYWOOD NEGATIVE SERVICE
Box 785-P Hollywood 28, Calif.

NEW 7½" f-5

190mm F/5 Coated Telephoto Lenses for Mini Ektagraphic—Fully corrected for close distance or not focusing. Excellent for Photomicrography. Full price $19.95 plus postage. Write for FREE Literature.

TELE-CAM INSTRUMENTS CO.
Dept. K, P.O. Box 70
Santa Monica, Calif.

GUARANTEED VALUES
WEDDING · BABY ALBUMS
also
MUSICAL
Largest Selection of Portrait Albums
Photogr. Discount FREE New Folder PP
PHOTOFIT ALBUM CO.
131 WEST 42ND ST., NEW YORK 18, N.Y.

LISCO CUT FILM HOLDERS

BIG 3

Write for FREE literature.

LISCO PRODUCTS CO.
633 W. ELK AVE., GLENDALE, CALIF.

ENCHANTING ISLAND MAIDENS!

Exotic adventure films and fascinating dances by International beauties. Filmed in Bali, Hong Kong, Hawaii, Cambodia, Ulithi, Korea, Japan, etc. Send only $1.00 for sample reel and fully illustrated catalog.

To: INTERNATIONAL FILMS
Dept. PB-7, 1235 Vine St., Hollywood, Calif.
I enclose $1 for sample reel and catalog.
My projector is ☐ 16 mm ☐ 8 mm (Check one)

HOME MOVIE VALUE!
Revolutionary New
MICO FILM EDITOR
• Available for 8 mm or 16 mm!
• Big, sharp pictures right side up!
• No scratched film!
$13.95 Complete with cord
MICO PHOTO PRODUCTS CO.
119 S. Dearborn, Chi. 3

AMATEUR PHOTOGRAPHERS MAKE MONEY!

PHOTOGRAPH LOVELY MODELS FOR ADVERTISING, STORY ILLUSTRATION, MAGAZINE COVERS

Book Crammed with Bathing Girls photographed on California's loveliest beaches.

BIG ILLUSTRATED CHAPTERS on Figure Photographs, How to Find a Model, Lighting and Posing.

SEND ONLY $1.00 TODAY TO
PHOTOGRAPHERS HAND BOOK
1504 NORTH GARDNER
HOLLYWOOD, CALIF. Dept. P-5

SERVICE TO ADVERTISERS FOR SPECIAL BATHING GIRL PHOTOS

Having **CAMERA** *Troubles?*

Let us make it like new! Our staff of experienced camera technicians are equipped to properly repair all Foreign and Domestic cameras, shutters, range finders, synchronizers, movie projectors, etc.
Internal synchronization installed in Leicas, Contaxes, Rolleis and other cameras.
Just send us your camera. We will send you our estimate by return mail.
We carry full insurance coverage and pay transportation both ways!

DETROIT CAMERA WORKS
19944 Livernois Ave. Detroit 21, Mich.

$16.95 + Tax

TESTRITE'S

NEW TRIPOD No. 1995/B WITH ELEVATING ACTION

Only 5 lbs., Complete with Heavy Duty Pankeod. All Cameras Up to 4 x 5. For Indoors and Outdoors. Fully Opened 68½", Closed 34½", Elevator Rise 12½".

PRICES SLIGHTLY HIGHER WEST OF THE ROCKIES

AT DEALERS EVERYWHERE OR WRITE FOR FREE INFORMATION

TESTRITE INSTRUMENT CO., INC.
NEW YORK 3, N. Y.

WESTINGHOUSE
FLASH BULBS

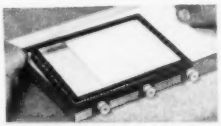
Buy in case quantities and save money. Immediate shipments by prepaid Parcel Post, and tax paid.

Lamp No.	Reg. Price	Our Price	You Save	Lamps Per Case
SM	$19.20	$13.70	$5.50	120
5	16.80	11.70	5.10	120
11	19.20	13.70	5.50	120
22	21.60	15.70	5.90	120

Add 50c per case if west of Mississippi

Similar savings on all flash, flood, projector, and enlarger bulbs. Write for prices. All types available.
Send check, M.O., or C.O.D. orders to
GOOD LIGHTING
P. O. Box 339 Cambridge, Maryland

NEW IMPROVED LOW COST SPRINGFRAME EASEL*



Fixed ¼" border easel with interchangeable steel springframes. Hardwood base with washable plastic bottoms surface. Standard Springframes: 8x10, 6x8, 5x7, 4x6, 3½x5, 3x4, 2¼x3¼. Model 8x10 with 7 frames $7.23. Model 5x7 with 5 frames $4.90. Special size frames $.89 to $1.34. Tax incl. Sent postpaid if check with order. *Pat. Pend.

RELHAM PRODUCTS CO.
18 Van Ness Place Newark 8, N. J.

Tiffen **"DELUXE" FILTER-SAFE**

HOLDS LENS-SHADE Adapter Ring & Filters

- Filters held securely
- Filters held apart
- Filters can't scratch or rub
- Filters visible — no mistakes
- Small, compact
- Be "FILTER SAFE" not sorry!

Series #5 $2.50
Series #6 $2.75

At your dealer's, or write

Tiffen MANUFACTURING *Corporation*
71 BEEKMAN STREET, NEW YORK 7, N. Y.

We are looking for high grade COLOR TRANSPARENCIES
SUITABLE FOR MAGAZINE COVERS, CALENDARS, ADVERTISING, ETC.
4x5 or larger. Children, animals, industry, science, sports, landscapes, girls, human interest. Prompt replies and returns. Prompt payment. Please enclose stamped return envelope.
THE SHOSTAL PRESS AGENCY
545 FIFTH AVE., Dept. P-58, NEW YORK 17, N. Y.

FLASHBACK!..."The Magic Film"
Flashback is a photosensitive screen for testing the synchronization of camera flashbulb equipment. No processing required—will not deteriorate.
CAN BE USED INDEFINITELY!
Other uses are photograms pictures without a camera, a negative from a location; positive from a positive, try it with your unmounted color transparencies.
4" x 5" $1.00. Send 10c for sample.
FLASHBACK SALES
118 WINDSOR STREET KEARNY, N. J.

ASK YOUR DEALER FOR A
SPEAR CLIP-ON
QUICK - DETACHABLE
FLASH SHIELD

5" Flash shield and Diffuser $1.95, with blue filter shield added, $2.75—other models available. If dealer cannot supply, write.
SPEAR PRODUCTS COMPANY
812 Huron Rd., Cleveland 15, O.

IDEAL MATES **"COLO-MASKS"**
MAKES COLOR SLIDES DIRT CHEAP!

Save 75% on color film or black-and-white film cost!
"COLO-MASKS" adapt 2¼ x 2¼ graphic type cameras to take four 35 mm size pictures on each sheet of film.
Send money order or check. Specify type of holders.
$1.95 R. & M. Products Development Co.
9946 Holmur Ave.
Detroit 4, Mich.

COMPARE THESE PRICES
Franklin 8MM, 12.5, new, $45.00; Kodak K, f1.9, $90.00; Contax, 1.42, $195.00; Bantam, special, $90.00; Leica III f2, $112.00; Linhof tilt, f4, $140.00; Rolex LR, $90.00; Bell & Howell Turret 8, $119.00; Range-Finder Bessa, f2.8, $60.00; Mohelux, f3.5, $65.00; Graflex, f6.5, $70.00; 2¼x2¼ K B Graflex, $59.00; 3¼x4¼. We buy, trade, and sell.
PROVIDENT CAMERA SHOP
720 Vine Street Cincinnati, Ohio

Photographic Match Covers
Make Your Own
Send $1 for package of PREPARED STRIKING SURFACE STRIPS, enough for 500 covers. Cut, moisten and apply, or—bottle of striking surface solution for painting or spraying
FOTOMATCH CO.
P.O. Box No. 3584, Grand Central Station, Dept. P, Glendale 1, Calif.

1950 PHOTOMURAL CATALOGUE READY!
100 full page pictures. Send 25c—credited on order. Free newsletter to photographers. Write on letterhead. Learn how you can profit in large photos.
PHOTOMAMMOTH MURALS
12048 Vanowen St. North Hollywood, Calif.

LOW PRICED SCHOOL & CLUB FOLDERS
PHOTO MOUNTS
Robin MOUNTS
Send $2.00 for large variety sample assortment folders and easels.
ALBUMS Musical, Non-Musical Wedding, Baby Confirmation
JOSEPH ROBIN
262 W. 22nd St., New York 11, N. Y., WA. 9-5044

Custom FINE GRAIN *Developing & Enlarging*
THE ULTIMATE IN FINE PHOTOFINISHING
35— PERSONALIZED SERVICES And ROLL FILM
WRITE FOR FREE DESCRIPTIVE FOLDER
STUDIO and SALON ENLARGEMENTS
MAKERS OF FINE ENLARGEMENTS
Projection Print PHOTO SERVICE
P. O. BOX 97 UNIVERSAL CITY, CALIFORNIA

MICRO RECORD FILM DEVELOPING TANK

PROCESSES UP TO 200 FEET AUTOMATICALLY

★ Motor Driven ★ Daylight Operation

★ Portable ★ Automatic

Processes 8mm, 16mm, 35mm and up to 100 ft. 70mm. Load it, forget it! Film travels back and forth on reels in solution. Both reels reverse automatically when feed reel is unwound to within 4 ft. of end. Tests prove uniform density! Unbreakable plastic. Processes Microfilm, Movie Film and X-Ray Film. GUARANTEED.

Write Dept. P for Free Literature and Prices

MICRO RECORD CORP. 38 E. 10th St. New York 3, N. Y.

LARGER (3½x5) PRINTS
AND DE LUXE QUALITY
35mm FINISHING

STILL ONLY $1.00 36-Exp. ROLLS 65c 20-Exp. ROLLS

Years of experience in fine-grain finishing, modern equipment, and the most up-to-date processing methods enable us to offer a finishing service second to none, at these low pre-inflation prices:

35mm ROLLS: Fine Grain Developed, Hardened, and Glossy Enlargements in the large 3½ x 5" size.
36 EXPOSURES $1.00—20 EXPOSURES 65c

ROLL FILMS: Printed Oversize. 8 Exp. 30c, 12 Exp. 45c, 16 Exp. 55c. Oversize Reprints—4c each.

Individual attention to each negative and workmanship equal to the finest obtainable at double these prices. Send that first order NOW and prove to yourself that fine finishing and prompt, careful service NEED NOT BE EXPENSIVE!

MAC DONALD'S PHOTOS P. O. Box 30-A Wheaton, Illinois

Write for a **FREE SAMPLE** *and Literature*

PORTER SELF-SEALING MOUNTS
Durable—Inexpensive—Faster operating
Various openings to suit YOUR transparency.
FOR SLIDE AND FILE USE
Also excellent for mounting prints.
3¼x 4 mounts for 2¼ x 2¼, 2¼ x 2¼ or 2¼ x 1⅝ transparencies. 24 per box @ $1.50. 2¼ x 2¼ mounts for 2¼ x 2¼ x 1⅝, 35 mm double, or Bantam transp., 50 per box @ $2.00. 2 x 2 mounts for 35 mm double & single Bantam, Robot, Mercury, etc., 50 per box @ $1.50. Other sizes available.
Send today for a FREE Sample . . . be sure to state your size.
Porter Mfg. Co. P-7.
2500 West 6th St., Los Angeles 5, Calif.

Guaranteed fresh

35mm ANSCO COLOR FILM NOT WAR SURPLUS

Beware Outdated Bargains

DAYLIGHT SAFETY FILM—TYPE 235

ANSCO COLOR RELOADS

20 exp. 3 for $4.00—36 exp. 3 for $6.50
25 ft. $7.50—100 ft. $27.95 POSTPAID

Black and White 35 mm prices on request
CALIFORNIA BUYERS INCLUDE SALES TAX

PACIFIC COAST FILM CO.
1530 N. SIERRA BONITA • HOLLYWOOD 46, CALIFORNIA

Must Satisfy You OR YOUR MONEY BACK!

MOVIE FILM
PANCHROMATIC Weston 32

Best film Buy-of-the-Year! Quality Gov't stock, fully tested and guaranteed. Stock up now for a full summer's vacation "shooting"! Terrific value at these prices!

	Each	Lots of 6	Lots of 12
8mm. 25-ft. 8-8	1.25	1.15	1.00
16mm. 50-ft. Mag.	2.50	2.25	2.00
16mm. 100-ft. Roll	2.95	2.75	2.50

INCLUDES FREE LAB PROCESSING

FOTOSHOP Dept. D 136 W. 32nd St. N. Y. C.

SIX NEW COMEDIES
produced by
★ **SEASIDE FILMS**

Sparkling short subjects featuring gorgeous California models and clever gags. Hilarious fun for your next party. Approximately 175 feet per subject. Buy one . . . you'll want them all.

1. "SADIE THE SUNBATHER."
2. "FANNIE WITH CHEEKS OF TAN."
3. "THE HITCH-HIKER."
4. "BEACH-COMBING BELLE."
5. "ANTS IN HER PLANTS."
6. "GOLDILOCKS GOES GLAMOROUS."

16mm B&W Sound . . . . $10.00 each

SEND CHECK OR MONEY ORDER TO

SEASIDE FILMS
1230 SO. GRAND AVE.
LOS ANGELES 15, CALIF.

Sunset **COLOR LAB**

ANSCO RELOADS 1.00 Roll 5 Rolls . $4.75 Limited Quantity 10 Rolls . $9.00

5x7 COLOR PRINTS (from 35mm only) **85c ea.**

Color Prints from any size transparency
2¼x2¼ 25c
3¼x4 . . . . . 50c
5x7 . . . . . $1.00
8x10 . . . . . $2.00
Color Slide Duplicating . . 25c ea.

ROLL FILM PROCESSING
35mm 20 EXP.
$1.00 roll
620-120 $1.00
Minimum Order $1.50
No C.O.D.

SUNSET COLOR LAB.
P.O. BOX 8595 • LOS ANGELES 46, CALIFORNIA

WM. MORTENSEN COLOR SLIDES

Full color mounted 2x2 slides of America's most beautiful women by William Mortensen, the master of figure and pictorial photography. Out of the ordinary! Full color slides made from Mortensen's own color process that must be seen to be appreciated. Sets 101, 102 and 103 now available at $3 per set of 8 slides plus instructive booklet by Mortensen.

$1 SPECIAL SAMPLE OFFER $1

Send $1 today for sample offer of one Mortensen slide and one MacPherson slide plus free illustrated catalog.

PHOTOGRAPHIC INDUSTRIES INC. Dept. P7
Box 278 No. Park Station San Diego 4, Calif.

The **DEEPSTER**

A SET OF TWO FULL-LENGTH DEEP TANKS FOR DEVELOPING 120, 620, 127, 828 AND 35MM ROLL FILM. TANKS STORE DEVELOPER AND FIXER OR FOLD UP WHEN EMPTY. GUARANTEED FOR LIFE. NEW LOW PRICE! SEND ONLY $6.95 FOR COMPLETE SET OF TWO TANKS, WALL BRACKETS, FILM CLIP, AND LIGHT-TIGHT CAPS.

At your dealer or direct, giving dealer's name

GLEN CAMERA PRODUCTS 64 Glen St. Glen Cove 1, N.Y.

AUTOMATIC PHOTO-ELECTRIC PROCESSING

is best when given individual attention by experts. Let us show you fine-grain, dustless, moisture-free—$1.10 and 75c operator-prints 4c. Rolls: 8 exp. 25c; 12 exp. 40c; 16 exp. 55c. (Oversize add 10c.)

MISSISSIPPI FINISHING
Box 425 Davenport 7, Iowa

ROLLEIFLEX OWNERS!

We convert your camera to very latest model ROLLEI

Built-In FLASH Synchronization

Factory Parts Installed by German factory-trained mechanics. GUARANTEED! **$18** complete

EXPERT ROLLEI REPAIRS

REPUBLIC Camera & Proj. Co. 33-P Union Sq. New York City

SEND YOUR LENS PROBLEMS TO:
"BILL" SALMI

Specializing in Custom Lens Mountings. We have a complete stock; all types of lenses; prices available upon request.

QUALITY ROLLEIFLEX REPAIRS
SANTA MONICA CAMERA EXCHANGE
1945 SANTA MONICA BLVD.
SANTA MONICA, CALIF.

KODAK 35 R. F. Owners

Have more clear shots, less throw-aways. Use RELAXO body release. Acclaimed by thousands of enthusiastic users. Fully guaranteed, price $3.00. Order through your dealer or direct. Sent postpaid if cash with order. Leaflets available. Laker Co., 93 Nassau St., New York 7, N. Y.

SHOTGUNS, TARGET PISTOLS, RIFLES, REVOLVERS

(No Japanese) taken in trade toward a new Nationally Ad. TELEVISION SET or for ANY PHOTOGRAPHIC EQUIPMENT. Complete stock of photographic equipment to choose from. Write for catalog!

NATIONAL CAMERA EXCHANGE
86 So. Sixth Street Minneapolis 2, Minn.

COMPLETE PROCESSING SERVICE

Color Prints
2¼x2¼ . . . . $0.35 5x7 . . . . $1.75
4x5 . . . . . .75 8x10 . . . 2.50

35MM Superfine grain B&W enlarged prints, 36 Exp. roll $1.50 20 Exp. $1.00

PICTURES COPIED and 1 print 5x7, $1.00

We do all kinds of Special work. Write your wants

OHIO PHOTOGRAPHIC CO.
BOX 137, DOVER, OHIO "Established 1934"

SEND FOR OUR **FREE** CATALOG AND **SPECIAL** OFFER ON 35MM KODACHROMES

American Masterpieces

7121 PINE AVENUE • BELL • CALIFORNIA

CUSTOM PROCESSING
COLOR and BLK/WHITE
ALL SERVICES TOP QUALITY
WRITE FOR PRICE LIST
CUSTOM CRAFT
Professional Photographic Services
P.O. Box 6618 Dept. PP Washington, D. C.

Complete Camera Catalog
180 illustrations—latest prices
BUY ON TERMS: ¼ WITH ORDER
BALANCE 5 MONTHLY PAYMENTS
Send 10c to cover mailing costs
PARKER WHELEN CO., INC.
827 14th St., Washington 6, D. C.

★★★★

The New **PAR** Four-Lens Turret with Integral Viewfinder

YOU WILL BE PROUD OF THIS CINE SPECIAL FOUR-LENS TURRET

Styled to harmonize with the Cine Special design

Turret holds 4 Cine-Ektar lenses without optical interference. Integral "positive" type viewfinder system includes 4 finder objectives mounted in turret adjacent to taking lenses. Special base permits magazine changing and spring winding without removing camera from tripod.

PRICE $295.50 less finder objectives (F.E.T. incl.)

Write today and arrangements will be made to equip your Cine Special with the new PAR Four-Lens Turret and Viewfinder.

PAR PRODUCTS CORP. 936 N. Citrus Avenue • Hollywood 38, Calif.

Custom Quality Color Prints

★ Color Balancing
★ Color Correction
★ Cropping-No Charge
★ Custom Handling

2¼ x 3¼" Color Prints—30c

We make color-corrected contact prints and enlargements from Ansco, Kodachrome and Ektachrome transparencies. For the best color prints you ever saw, send us your transparency with coin, check or money order—satisfaction guaranteed! Complete price list enclosed with each order returned, or sent on request.

FREE WALLET SIZE PHOTO ALBUM WITH EACH ORDER FOR 5 OR MORE 2¼ x 3¼ PRINTS

24 Hour ANSCO FILM processing, **$1 per Roll**

Midwest Color Lab
Box 1087, Chicago, Ill.

Calichrome COLOR PRINTS 25¢ EA. 2¼ x 3¼

Hundreds of re-orders prove CALICHROME COLOR PRINTS maintain highest quality at greatest savings.

Your first order will convince you our work and our prices will mean more color for you. *Calichrome Color Prints* made from your transparencies regardless of size. Automatic electronically controlled machines assures faithful color reproduction. No C.O.D.'s, Min. Order $2.00. SIZE 3¼x4¼—50c Ea. SIZE 5x7—$1.00 Ea. Ansco & Ektachrome Rollfilm Processing $1.00 Roll.

CALICHROME
P. O. BOX 9645 LOS FELIZ STATION
LOS ANGELES 27, CALIFORNIA

NEW! FOTO-RULE

SPECTACULAR CLOSE-UPS MADE EASY! NO MORE "CUT-OFF" OR OUT-OF-FOCUS PICS

★ Screws into tripod recess (still or movie) ★ No tripod necessary (Can use if desired.) ★ Both hands free to hold camera.

★ For flower or nature portraiture, copying, titling, table-top, scientific, etc. ★ Blade rigid for average close-ups. Aids in centering. ★ Smart chrome case, red dot, 6" blade. Dial gives camera settings and distances for supplementary lenses. Send check or money order Now! Money-back guarantee.

ONLY $3.00 POSTPAID

New FOTO-RULE UPTAR Close-Up Lenses

Mounted. Hard-coating guaranteed for life of lens. Ser. V +1 +2 +3 $2.35 ea. Ser. VI +1 +2 +3 $2.85 ea.

Dealer Inquiries Invited

FOTO-RULE CO., 509 S. Myrtle Ave., Monrovia, Calif.

KEYS Stereo Camera* ... $18.45
KEYS Stereo Viewer ... 4.50
Complete Set ... $22.95

"If you haven't been taking pictures in Stereo you're missing something."

As simple to use as a box camera. Excellent results guaranteed. Camera takes 6 Stereo shots or 12 single exposures to roll of 828 film, in either color or black and white.

*Camera comes with fixed focus, f8 lenses, 1/50th simultaneous dual shutter.

Carrying Case for the Camera ... Only $4.95

If dealer cannot supply you please write direct, sending check or money order, to:

JAMES V. KEYS, Dept. F.
1563 WEST PACIFIC COAST HIGHWAY
LONG BEACH 10, CALIFORNIA

ROLL FILM ADAPTERS

120 size for 3¼x4¼ and 4x5 "GRAPHIC" press cameras ("Pacemaker" and "Anniversary" models)

You Can't Beat This:
- Simple clamp holds it!
- Cut color costs in half!
- No special backs to buy!
- Compact, does not protrude from side!

Prices: 3¼x4¼, $11.96; 4 x 5, $12.51 Complete incl. tax.

Also ROLL FILM ADAPTERS for 2¼ x 2¼ and 2¼ x 3¼ "GRAFLEX" back $10.84; 4 x 5 "GRAFLEX," $11.96; 2¼ x 2¼ "GRAPHIC," "BUSCH," etc., $10.84. 6.5 x 9 cm EUROPEAN slide back, $8.07; 9 x 12 cm., $8.34. Write for catalog.

E. SUYDAM & CO., Manufacturers
2080 Lincoln Ave. Pasadena 3, Calif.

Have all your uncoated lenses

Camera - Projector - Enlarger

ACRA-COTED

You know the value of coated lenses. The cost of Acra-Cote, the original heatless hard coating, is extremely modest . . . the photographic benefits so apparent.

Send your lenses to us thru your dealer or mail direct, parcel-post insured. We'll quote you individual lens prices by return mail before proceeding with order.

Write for Acra-Cote sample.

ACRA INSTRUMENTS
A Division of
PACIFIC UNIVERSAL PRODUCTS CORP.
168 VISTA AVENUE PASADENA 8, CALIFORNIA

COLOR PRINTS

- HIGHEST QUALITY AT A LOW PRICE!
- AUTHORIZED ANSCO COLOR FINISHERS!

Complete color processing service. 35mm duplicates ... only 20c

Send us your Test Order today!

2¼x3¼	$0.50	* $0.40	4x5	$1.00	
3¼x3¼	.70	* .60	5x7	2.00	*$1.85
3x4½	.85	* .75	8x10	3.00	

* Additional Prints from Same Transparencies, $1.00 Minimum Order. No C.O.D.'s!

ANSCO COLOR FILM—35 MM—120, 620 Processed $1.00 Roll

CINEMART STUDIOS, INC.
Dept. PB 4251 Bryant Ave. S. Minneapolis 9, Minn.

COLOR PRINTS

Photo fans now turn to

ROCHESTER *Photo Color*

A laboratory that will warrant your confidence after your first order. All work will yield the best possible QUALITY... greater ECONOMY... SERVICE

2¼x 3¼	3¼x 4½	5 x 7
25¢	50¢	$1

MINIMUM ORDER $1.50 — NO C.O.D.

Rochester PHOTO COLOR
BOX 1623 • ROCHESTER, N. Y.

MAKE EXTRA MONEY
CANDID WEDDING PHOTOGRAPHY

Complete instructions. With pictures taken at an actual wedding. How to get business. What to charge. How to use camera. What pictures to take. Making up album, etc. By a P.A. of A. photographer.

Postpaid $1.60 Complete

CANDID PHOTO SERVICE
1702 East Windsor Pl. Milwaukee 2, Wisconsin

LEARN PHOTO NEGATIVE
★ **RETOUCHING**

A complete Home Study Course complete with all equipment. Sold on easy payments with a money back guarantee. Full price, $21.50.

For Free Literature write to:

MARSHALL PHOTOGRAPHERS, Inc., School Div.
Dept. P-07 162 N. State St. Chicago 1, Ill.

FOTO-SIG now only $4.95

Including Your Nameplate Made to Order. Gives prints that professional touch.—Prints your name photographically in seconds—Interchangeable name plate. Sample print and free on request. Guaranteed. Sent C.O.D. or cash with order.

BEN PARKER CO.
510 W. Sixth St., Dept. P-7
Los Angeles 14, Calif.

TRIAL 4 issues $1.00 OFFER

Special half-priced introductory offer—4 monthly issues (regular price 50c each) of THE CAMERA MAGAZINE, each containing: a complete Camerette on one popular photographic subject, practical, how-to-do-it feature articles, over 100 beautiful illustrations, etc. Send your $1.00 now. This half-price offer limited to U.S. only—expires Aug. 1st.

The Camera MAGAZINE
511 MORRIS BUILDING, BALTIMORE 1, MD.

35MM FILMS NOT DOLLAR DEVELOPING

Your negatives deserve quality developing. We give individual attention to each negative. No mass production. 35mm film developed—fine grain exposures to pre-enlarged to 3½x4½. Beautiful quality prints guaranteed. Single set, glossy paper: 36 exp. $1.50. Double set, lustrous paper: 36 exp. $2.00, 20 exp. roll $1.10. 1-day service. Reloading: 36 exp., 60c; 20 exp., 40c. FREE mailing bag.

8-4x6 Beautiful Enlargements from 8 Exp. Roll, 50c or 8 Sparkling Prints 30c.

ALL TYPES OF FRESH EASTMAN FILM NOW AVAILABLE

MINICAM PHOTO LABS., Dept. 4-A, La Crosse, Wis.

CUSTOM 35 mm. LAB.

Finest Quality Work

For Just a Little More

3½ x 5 Glossy Prints
20 Exposures . . . $1.50 36 Exposures . . . $2.00

Write—

LITWIN PHOTO LAB.
P.O. Box No. 1 Los Angeles 35, California
Please—No C. O. D.'s

FRESH ANSCO COLOR 35MM RELOADS

Safety Base—ASA-12 . . . Daylight Type 235

20 exposures in metal cartridges

4 for $4.99—8 for $9.49

27½' rolls $8.99—100' rolls $29.99

IMMEDIATE DELIVERY POSTPAID
NO C.O.D.'s

COLOR FILM SUPPLY COMPANY
29 Morrell St. Brooklyn 6, N. Y.

PICTURE FRAMES

Complete line of inexpensive wood frames, with quick-removable backs, for studio, home, school, camera club. All sizes, from 3 x4" to 24 x 30", or larger. Prompt shipments.

Write for Illustrated Folder and Low Prices.

PICTORIAL FRAMES 615 Jersey Quincy, Ill.

WANTED! LEICAS

ALL MODELS and OTHER FOREIGN CAMERAS . . . TOP PRICES PAID!

WOLK CAMERA CO. 119 S. DEARBORN CHICAGO 3, ILL.

BUY THE BRAND 17 VIEW & PRESS

All the features of the best...and more

The most versatile 4x5 camera of all

ACCESSORY BACKS

INTERCHANGEABLE—REVOLVING

Available now for the "BRAND 17"

2¼x2¼, 3¼x4¼ and 4x5 Graphic backs each $17.50

3¼x4¼ and 4x5 Graflex backs each 20.42

4x5 Dividing back for taking 2 pictures on one 4x5 film 29.17

Price complete with Wollensak coated lens* or Rapax shutter $149.00

Order the BRAND 17 and use it for 10 days. If the extra features do not prove the camera's outstanding value, return it . . . we'll buy it back at full purchase price.

BRAND CAMERA CO. 5411 W. MAGNOLIA BOULEVARD BURBANK, CALIFORNIA

ANSCO COLOR AND EKTACHROME

Custom processing. Each order individually developed. 24 hour service.

1 to 6 sheets $2.00

Roll film 1.00

Include Return Postage on All Orders.

EKTACOLOR FILM PROCESSED
EKTACOLOR AND
DYE TRANSFER PRINTS
Prices on quotation

Axel Bahnsen, F.R.P.S., A.P.S.A.
117 Glen Street, Yellow Springs, O.

HOW TO SEE AND SHOOT THE WEST

Westward How!

Gives expert guidance for photographing every sort of western scenery in black & white and color.

Tells of little-known beauty spots and side-trips on all routes.

Saves time and money.

Solves crucial lodging problem because daily schedules make advance reservations practical.

$6.95 Send for FREE Book Catalog.

Camera Craft Pub. Co.
95-B Minna St., San Francisco 5, California

CHECK US FIRST FOR—

CAMERA REPAIRS

All Types of Still and Motion Picture Cameras Expertly Repaired

FAST—EFFICIENT—GUARANTEED SERVICE

Specialists on Leicas, Contaxes, Reflex Korelles, Exactas, and Rolleiflexes

Estimate Sent Out Immediately Upon Receipt of Your Equipment If Requested

LENS ADAPTATION WORK OF ALL TYPES

Authorized Bell & Howell Factory Service

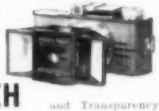
Internal synchronization built into Leicas, Contaxes, Reflex, Korelles and Graflexes.

CAMERA SERVICES, INC.
51 Barclay St., Dept. PP, New York 7, N. Y.

TAKE 3-DIMENSIONAL PICTURES WITH YOUR OWN 35MM CAMERA

NOW ONLY $17.70

(plus $2.00 Fed. Tax) (No. 101 Outfit—Was $22.50 plus tax)



STEREO-TACH and Transparency Viewer complete. Make marvelous color or bl. & w. slides without costly stereo camera. Extra 3-D slide Viewers, only $1.25 each. Get Stereo-Tach from your dealer, or direct, giving dealer's name. Money back guarantee.

ADVERTISING DISPLAYS, INC.
Dept. PP7 419 Pike St., Covington, Ky., U.S.A.

New Low Prices

COLOR PRINTS 20¢

2¼x3¼ 25¢ (any ten 20¢ ea.)
square 120-620 film will be made 2¼x2¼

3x4	40¢	5x7	$1.25
4x5	60¢	8x10	$2.25

24 hr. Film Developing $1.00

Ansco or Ektachrome Sizes 35mm (in Slide Mounts) B2 or 120, PB20 or 620

DUPLICATING

35 mm Color Slide Duplicating at 20c per slide

Write our technical department concerning your problems on any reduction or enlargement from or to a transparent color positive.

Minimum Order $1.00 Quality Guaranteed

Washington Color Photo
P.O. Box 1605 Washington 13, D. C.

"BETTER PICTURES"

SINCE 1932

EXPERT FILM PROCESSING and VAPORATING

Quality Mail Order PHOTO FINISHERS

35mm -- $1.50

35mm ROLLS developed, vaporated, enlarged by electric eye, 20 exp. $1.50. 20 exposure rolls 35mm, Extra enlargements 3½x4½—5c each. No. 127 split candid rolls 16 exposures enlarged to 2¼x3¼—20c. No. 127 and 120, 8 exp. rolls enlarged to 3¼x5—45c. No. 120 or 620, 12 exp. rolls enlarged to 3¼x3¼—40c. No. 120 or 620, 16 exp. rolls enlarged to 3¼x5—20c. Extra enlargements 3¼x5—5c each. Plus 5c postage per order.

We fine-grain all film and use Eastman electric eye equipment. Quality work—Prompt service. Send roll and money today.

BETTER PICTURES
2523 Lawrence Ave., Dept. P Chicago 25, Illinois

WELLS-SMITH
Cameras and Lenses

Zeiss Super Ikonta A Special, F3.5 Tessar Compur Rapid, Coupled Rangefinder, Lit Case	$ 79.50
4x5 Graphic View, 9½" Dagor, Betax, Case	225.00
5x7 Graver, Extra 4x5 Reducing Back	69.50
11" F6.8 Commercial Ektar, Universal X	195.00
36-in. F5.5 Schneider Tele-Xenar, Ctrl., New	129.50
75mm F4.5 Zeiss Biotar, T-Coated for Kine Exakta, Brand New	199.50
105mm F2.8 Zeiss Tessar for Kine Exakta, New Hall Bayonet Mount	99.50
4x5 B&L Press, 135mm F4.5 Anastigmat, Compur Case, 3 holders, FPA, Gob, good cond.	89.50
New Contax IIA, F2, $385; F1.5, $460; F0.95	292.00

Authorized Zeiss Dealer

WELLS-SMITH CAMERA COMPANY
15 East Washington St., Dept. P-7, Chicago 2, Ill.

SPECTRA COLOR CONTRAST VIEWING GLASS

Another product from the company that gave you the Norwood Exposure Meter and Spectra Color Temperature Meter.

Always view your scene with the Spectra Viewing Glass before taking color pictures. It shows you highlight and shadow detail in a scene exactly as it will appear on color film. Avoid disappointments—save costs—cut film waste.

Order Your Viewing Glass Today . . .

PRICE $2.95 PLUS EX. TAX

Order from your photographic dealer today or sent prepaid if cash accompanies order.

PHOTO RESEARCH CORPORATION
127-129 W. Alameda Ave., Burbank, Calif.

Painted Black—Grey on 1 Roller $34
Complete Compur Case 22
No stand, 1½ lbs.
Finish Background & Studio Roll for Wall, size 9 x 4 ft. $21
Silk Screen Colors
Draw Drapes
Send stamp for sheets

Camden Artcraft Co.
180 N. Wacker Dr.
Chicago 6

QUALITY 35mm FINISHING

$1.25 GIANT 3½x5 PRINTS

35 EXP.

Film the grain developed in Microdol, printed on the latest machines in a clean, modern lab. by experts. Each section 20 exp. roll 36c. Send your roll with 35 cents now, or write for free mailers to:

BELL'S PHOTO LAB. Station E, Box 31 Brooklyn 7, N. Y.

LEICA OWNERS

Obtain maximum performance with your Focalite Speed-Grip or Stereomer Focusing Attachment by securing the

CBS FOCUSING ADAPTER

Simon optimizes image quality, supplies coverage infinite to 1:2, macro-focus without extension tubes. Also available for Kodak, Contax, Canon, Perfex, Arpic CC and Arpic 22 with Speedgrip Focusing Attachments.

Write for literature See your dealer

CBS LABORATORIES
561 Crescent Ave. Buffalo 14, N. Y.

35 MM Quality DEVELOPING 36 FULL SIZE 3¼x4¼ ENLARGEMENTS $1.50

INDIVIDUAL ATTENTION EACH NEGATIVE

No automatic or mass production machinery used. Your film fine grain developed and vaporated to prevent scratching. 24 hour service. Highest quality developing. Write for Free mailers and price. Outstanding Offers.

WE HAVE FRESH FILM

UNIVERSAL PHOTO SERVICE
Box 612A, La Crosse, Wis.

EXTREME CLOSE-UPS
with any camera having series V or VI adapter.

CRITICALLY SHARP
photos of insects, wonder stamps, small tools, etc.

TEN DIOPTER LENS
brings you as close-up for details to subject.

Only $8.00 postpaid
Fully coated lens. Direct, gently series.

THE TENPLUS COMPANY
41A GARDEN DRIVE ROSELLE, NEW JERSEY

THERE IS MONEY IN WEDDING PHOTOGRAPHY

Photo composite of 60 pictures in proper sequence shows how to cover a typical wedding. Easy to understand. Send $1 bill to:

CANDID PHOTOGRAPHERS GUILD
33 WEST 47 STREET, NEW YORK 19, N. Y.

FRESH 35mm FILM RELOADS

E. K. PLUS-X, E. K. PAN-X, DU PONT 22
20 Exposures to Metal Cartridges — Not War Surplus!
Frame Numbers

4 FOR $1
(36 Exposures — 3 for $1)

BULK FILM (PLUS-X)
(55 ft. $2.00, 72—55 ft. $3.50) (1—100 ft. $3.50)
(35mm ASNCO COLOR PRICES ON REQUEST)

HOLLYWOOD NEGATIVE SERVICE
Box 789-P Hollywood 28, Calif.

35mm SLIDE TITLES in COLOR!

set of FOUR $1.50

T81. Here We Go!
T82. Wait! I see next one
T83. Short Intermission
T84. This is the End

"Tom & Betty" Series FREE LIST!!

See your dealer or write direct. Sorry, no C.O.D's

TITLE SLIDES, 1440 Broadway, N. Y. 18, N. Y.

35MM FILM NOT WAR SURPLUS 36 EXP. RELOADS 3 for $1.00

EASTMAN or DuPONT

25 FT. $1.00 — 100 FT. $3.50

POSTPAID CALIFORNIA BUYERS INCLUDE SALES TAX

PACIFIC COAST FILM CO.
1510 N. SIERRA BONITA • HOLLYWOOD 46, CALIFORNIA

AUTHORIZED ANSCO COLOR FINISHER
CORRECT COLOR PROCESSING
FINE COLOR PRINTING
POPULAR PRICES

A Color Service designed for the Discriminating Amateur and the Exacting Professional.

Sample Color Print on request

Royalchrome OF CALIFORNIA
330 GROVE STREET
SAN FRANCISCO 2, CALIFORNIA

TWIN-PIX
For More Fun With Your Camera!
With a TWIN-PIX snapped over your camera lens you can take trick pictures like the one above, and other humorous gag and trick shots, such as double exposures, duplications, etc. TWIN-PIX also cuts color film costs in half by offering you two pictures for the price of one. Can be used as a lens shade. TWIN-PIX is simple to use. Complete instructions are printed on every box. Available in two sizes to fit most popular cameras.
TWIN-PIX . . . only $1.95 plus tax
If your dealer cannot supply, send $2.25 and diameter of lens to
WORKRITE PRODUCTS CO., Dept. C
808 W. Doran St. Glendale 3, California
Dealers: Write today for further information.

FREE REFERENCE AND GUIDE BOOK
Packed with valuable information, this new 28-page book by an outstanding photographic instructor, author and commercial photographer, tells advantages of cut film in shooting, developing, enlarging and retouching — also color photography — over 18 different subjects. Fully illustrated with how-to-do-it photographs.
Published by maker of famous Fidelity Cut Film Holders, for your aid and good will.
Send for it today — No Obligation!
FIDELITY MANUFACTURING CO.
Dept. 1 F 5147 W. Jefferson Blvd.
Los Angeles 16, California

De HYPO
Turbulator
PRINT WASHER
PROFESSIONAL PRINT WASHING
IN SINK OR BATH TUB

Provides quick acting, gentle, but balanced washing action. Prominent guards prevent prints from clogging drain. — Nothing to rust, break or get out of order. Low drainage outlets expedite flow of baths.
COMPLETE $1.83 TAX INCL.
At Camera Stores or sent postpaid if cash with order
A. J. GANZ CO.
112 N. Hayworth Ave. Hollywood 48, Calif.

MODEL D 35MM TO 2¼ x 3¼ $21.50 + TAX
MODEL 100D 35MM TO 4 x 5 $49.50 + TAX
FOTOLARGER
Cool Lamp Housing. Glassless Rotating Negative Carriers. Swings Any Direction for Oversize Enlargements. Many accessories available. PRICES SLIGHTLY HIGHER WEST OF THE ROCKIES
AT DEALERS EVERYWHERE OR WRITE FOR FREE INFORMATION
TESTRITE INSTRUMENT CO., INC.
NEW YORK 3, N. Y.
EFFICIENT - PRECISION BUILT!

Make BETTER PRINTS
192 pages—275 illustrations only $3.50
Read this new volume of our Camerette Photo Library "Better Prints" shows you how to do photo-montage and your prints for unusual effects, control contrast in your pictures, apply the Mackodrome process and depth and beautiful print quality, when to use Tricolor and texture effects. One entire section—reproductions of best work of many well-known exhibitors. Here is gold mine of practical ideas you won't get from any other source—all contained in one low-priced volume. The material in this volume has been carefully selected from related Camerettes and articles which have been published in The Camera Magazine—revised and handsomely bound. Get your copy today.

The Camera
511 MORRIS BUILDING
BALTIMORE 1, MD.

One Week Service — Guaranteed Quality
CAMERA REPAIRS
By the best equipped repair firm in the country. GENERAL ELECTRIC precision equipment used exclusively.

All Models of
- Leica
- Tenax
- Rolleiflex
- Ciroflex
- Exacta
- Argoflex
- Graflex
- Argus
- Contax
- Perfex
- Medallist
- Korelle Reflex

Send camera in for estimate.
INTERNATIONAL CAMERA CORP.
846 W. Adams St. Chicago 7, Ill.

RICHARD PRINT WASHER

Does a BIG JOB at a LOW PRICE ONLY $19.95 plus tax
Washes 60 DW 8x10s thoroughly in 25 min. Also handles 11x14s
WHITE PLASTIC ON SPUN ALUMINUM
See Your Dealer or Write for Literature
RICHARD MANUFACTURING CO.
1502 E. Colorado Glendale, Calif.

SAVE $100
GUARANTEED FINEST QUALITY BINOCULARS IMPORTER TO YOU
Only 54.50 (plus tax)
Feather light MAGNESIUM
The Finest, Imported Binoculars with fully coated optics and magnesium bodies. Leather case and straps included. Money Back Guarantee . . . Send for FREE catalog and book—"How To Select Binoculars."
30 DAY FREE TRIAL
7 x 50 . . wt. 27 oz
DEALER INQUIRIES INVITED
BUSHNELL IMPORTERS
43 E Green St., Dept. R-7
PASADENA 1, CALIFORNIA
Largest selection in U. S. A. from $16.95 up

SPECIAL OFFER!

2¼"x3¼" Busch Pressman, R.F. 1:4.5 Tessar, Kalart Flash	$119.50
Medalist I, 1:3.5 Ctd. Ektar, Heiland Flash, Case	115.50
Leica Rotating Copy Attachment with arm (very scarce)	62.50
6x9 Kearse Plate Camera, 1:4.5, 3 C.F. Holders	22.50
8MM Brownie Mag., 1:2.5 SPECIAL	54.50

Write Requirements—Trades Accepted
the town fotoshop
MOUNT VERNON, N. Y.

WHOLESALE PRICES!

- EASTMAN
- ANSCO
- DEFENDER
- Cameras • B & W Color Roll & Movie Film
- Sheet & Pack Film
- Paper • Chemicals
- Studio Supplies
- Flashbulbs • Darkroom Supplies & All Equipment

We have hard-to-get, hard-to-find and sold-out photographic supplies of all kinds. AT WHOLESALE PRICES for Professional Photographers, Studios and Retail Photographic Establishments. You get fast delivery from our large stocks. Write on your letterhead for catalog. Ask for Kalimuchrome catalog and WHOLESALE DEALERS NEWS.
GAMERMAN'S WHOLESALE DEPT. C-27
The Photo Stock House
3808 Eastern Avenue Baltimore 24, Md.

P&J COLOR PRINTS

ANSCO COLOR RELOADS
DAYLIGHT IN DATE
20 Exp. 35 mm. Limited Quantity 98c Ea.
5 rolls $4.50 10 rolls $8.50
Add 5c roll for 1st class return. 10c roll, air mail.

8x10 COLOR PRINTS From Any Size Transparency $1.50 ea.

2¼ x 2¼	25c	3¼ x 4¼	50c
4 x 5	75c	5 x 7	$1.00

Minimum Order $2.00 No C.O.D.

ROLL FILM PROCESSING 1.00
20 exposure (mounted) 35mm, 120 & 620 Ansco & Ektachrome . . . . . Roll

P & J COLOR PRINTS
P.O. BOX 8575 • COLE BRANCH • LOS ANGELES

Finer FOTO FINISHING
FASTER SERVICE. Your film processed same day rec'd. Quality work. Encl. 2¼ addl. for air mail return. Free mailing bags. SATISFACTION GUARANTEED.

35 mm.	
20 exp.	.90
36 exp.	1.30
3¼" x 4½"	

PHOTOCRAFT LABORATORIES
Department A-11 Post Office Box 13307
West Los Angeles Station • Los Angeles 25, California

FRESH ANSCO COLOR 35MM RELOADS
20 exposures in metal cartridges 5 for $4.75
27½' rolls $5.50 100' rolls $19.50
Black & White Prices on Request
Immediate Delivery Postpaid—No C.O.D.'s
PHOTO MAIL ORDER SPECIALISTS
Box 2463 P Hollywood 28, Calif.

Powerful 5½" F-3.5 TELE-LENSES $39.50

COATED. 5½ inch (135MM) f-3.5 new color corrected T. S. Air Force lenses. Focusing 7' to infinity. Will fit Graflex, Speed, B & H, Burke, Kreutzer, etc. Press cameras. Perfect for aerial photo. Movies. Limited number. Mounted (rigid) complete with 2 x 3 dust cap. Guaranteed.
CENTURY PRECISION SPECIALTIES CO.
5731 Cahuenga Blvd. N. Hollywood, Calif.

FLASHBULBS CAN EXPLODE!!
PLAY SAFE! USE A BROOKS FLASHIELD on your flash reflector. Standard model with diffuser, $2.25. BLUE FILTER to fit standard model for color work, 50c. JUNIOR FLASHIELD, $1.50. Buy from your dealer. Send penny postcard for literature.
BROOKS MANUFACTURING COMPANY
5902C Argus Road Cincinnati 24, Ohio

PAT HALL MOVIE 8 mm $3.50

PAT HALL

NEW PHOTOS-NEW MOVIE Hollywood Summer Review

100 feet 16 mm. Black and White only $7.99 Order Now!

DIFFERENT DIFFERENT DIFFERENT

20 different 5 x 7 original photos of beautiful Pat Hall Only $6.00

2 x 2 color slides of Pat 18 for $8.00

INTRODUCTORY OFFER

3–5 x 7 photos only $1.00

6–2 x 2 color slides $3.00

JAY DEE PICTURES
1504 North Gardner
Hollywood, California, Dept. P-4

4 NEGATIVES ON ONE FILM WITH 1 SLIDE!!*

4 IN 1 — 4 2 IN 3 1 — SLIDE PRICED AT $2.25

● Ideal for INEXPENSIVE COLOR or black-and-white. ● For 4 x 5 Press-type film holders or film pack adapters. ● 1 EXPOSURE AT A TIME. ● Well made of strong 25 Gauge TEMPERED STEEL. ● 4—35MM with holders with 24 x 34 reducing masks. ● Other standard sizes will be available in near future. Advance notices on other sizes will be forwarded upon request. * Pat. Appl. for

SEND CHECK OR MONEY ORDER
ROBERT M. DALY, Dept. P.
Box 91, Ansonia Station New York 23, N. Y.

24-HOUR SERVICE

36 EXPOSURE 35 MM FILM ONLY 1.25

Developed fine grain, hardened. Each exp. enlarged to 3½ x 4½, glossy. 20 exp. - $1.00; Reprints - 4c each.

Free: SAMPLE PRINTS, PRICE LIST, MAILING BAGS

GRAPHIC PHOTO SERVICE
P. O. BOX 72, WILKES-BARRE PENNA.

SWAP

We BUY • SELL • TRADE all kinds of PHOTO EQUIPMENT

Send for our money-saving BARGAIN SCOOP

WOLK CAMERA CO. Est. 1929
119 S. DEARBORN CHICAGO

3 DAY COLOR FINISHING

Prints from Ansco, Kodachrome, Ektachrome

2¼x3¼ . . . . $ .50 5x7 . . . . . $2.50
4x5 . . . . . 1.00 8x10 . . . . . 3.50

Ansco Film Developing

35 mm Mt. . . $1.15 620 & 120 . . . $1.00
Also sheet film from 2¼x3¼ to 8x10
Minimum order, not prepaid $1.00

Special Discounts for Dealers

COLOR PICTURES, Inc.
P.O. Box 2447, Kansas City, Mo.

WELLS-SMITH
For the Finest Lenses

36mm f5.5 Goerz Berlin Dogmar, Coated	$295.00
40mm f4.5 Carl Zeiss Tessar	395.00
41 f5.6 TT & H Cooke Aviar, Coated, New	159.50
127 f4.5 Tessar, Coated, Bofax, New	269.50
240mm f6.3 Zeiss Protar, Compound, Like New	195.00
8¼" f6.8 Dagor, Coated, New Acme Stitchro	169.50
6¼" f6.8 Berlin Dagor, Compur	110.00
135mm f4.5 Zeiss Tessar, Rim set Compur "X"	69.50
105mm f4 . . German Kodak Anastigmat, Rim set Compur	24.50
90mm f6.8 Sch. Angulon, Coat., Comp. Rap., New	49.50
4¼" Wollensak Ex. Wide Angle, f45, Alphax	29.50
210mm f4.2 Daallmeyer Anastigmat, Compur	24.50
73mm f2.8 Zeiss Tessar, Rim set Compur	49.50

WELLS-SMITH CAMERA COMPANY
15 East Washington St., Dept. P-7, Chicago 2, Ill.

Save Time—
Save Money

Whatever you need in the way of Photographic Equipment can be found in this month's

CLASSIFIED PAGES

HERE AT LAST
German Pocket
TRIPODS

7 sect. at . . . . . 9" closed 4 ft. extended $6.95
Add $1.02 F.E. tax
10 sect. at . . . . . 7" closed 19" extended only $9.75
Add $1.44 F.E. tax

All tripods have standard thread and are smoothness all-metal, scratch-against-dirt-free. It's better than you think! Free postage if prepaid.

FOTO VIEW, 319 W. 42nd St., New York 18, N. Y.

$12.95 + TAX

CINELARGERS

Models No. 8mm - No. 16mm No. 35mm

Make Prints from Your Movie Film, 35mm or Bantam Slides. Copy B&W or Color onto B&W or Color 620 Roll Films. Then Prints Up to 8 x 10 are Possible. No. 8mm or No. 16mm $12.95 No. 35mm $15.45 plus tax.

WRITE FOR LITERATURE.

TESTRITE INST. CO.
NEW YORK 3, N. Y.

Classified Advertising

NOTICE TO CLASSIFIED ADVERTISERS. RATES: 25c per word prepaid. Minimum 10 words. Next available issue will be Sept. Copy must be in our hands before June 28th.

CAMERAS AND EQUIPMENT TO SELL

FILTERS—Milo & Omag Optical Glass Filters. Values to $4.75. Each $1.25. Specify size, type, and series. Kodak Ektra, with f1.9 lens, case. Like new. Fully guaranteed. $240. San Diego Photo Supply Co., 958 Fifth Ave., San Diego, Calif.

CINE-Kodak Magazine 8 f1.9 new $98.00. Chas. Linder, Washington, Ind.

ROLEX H 16 excellent condition, f1.5 2.5cm—f1.9 10mm, & f2.8 7.5cm Meyer Goerlitz lenses; in plush leather case, filters. Best offer takes. C. C. Reynolds, 1404 Kains Ave., Berkeley, Calif.

DEVELOPING Machine 16mm Houston Model 8. Like new $3,000. Write: Box 559, % Popular Photography.

FOR Contax, 500mm Zeiss Ferrobjectiv f8 with finder, like new condition, especially priced at $275.00. Kine Exakta, 8" f2.9 Pentac in focusing mount, especially priced at $175.00. Kine Exakta, 5" Xenon f2 lens in focusing mount, especially priced at $145.00. Wolk Camera Co., 119 S. Dearborn St., Chicago 3, Ill.

SNOOPERSCOPE Tube. Permits night-time vision. Tube and complete instructions, $14.95. Limited quantities. Infrared filters, Use—Army, Navy Snooperscope book, $1.50. Precise, 942 Kings Highway, Brooklyn 23, N. Y.

I WILL buy your 5"x7" or 8"x10" Camera. W. K. Crosson, 15324 Heyden, Detroit 23, Mich.

OPEN 365 days till 11 P.M. Send for free catalogue. Gus' Camera Exchange, 123 Park Ave., Brooklyn 1, N. Y.

LENSES—Cameras. Bought, Sold, Traded. Photo Lens Co., 140 W. 32nd St., New York 1, N. Y.

SURPLUS Film hangers, 4x5, stainless steel, 37c each; check or money order. Tintype, 809 Hilldale, Hollywood 46, Calif.

AMAZING Pixie Camera. Complete outfit with flashgun, $7.95. Write for circular & catalog. Dept. P7, Team Fotoshop, Mt. Vernon, N. Y.

FREE Photographic Bargain Book packed with hundreds of sensational values in still and movie cameras, lenses and latest accessories. Super savings for you in new and used equipment. Liberal trade-in allowances, too, on your own equipment. Write now for your free copy to Central Camera Co., Dept. 3G, 230 S. Wabash Ave., Chicago 4, Ill. (Photographic Headquarters Since 1899.)

FREE List. Cameras our Specialty. Trades invited. Horton, 115A Main, Santa Ana, Calif.

CANADIANS, send for bargain list, new & used equipment. Simon's Camera Exchange, 11 Craig West, Montreal, Canada.

SAVE 50% on new Binoculars! Free catalog. Free book, "How to Select Binoculars." Write today! Bushnell Importers, 43-R72 E. Green, Pasadena 1, Calif.

SUPER Ikonta B, f2.8 Tessar, single window, Heiland solenoid, $164.50. American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

PLAUBEL Roll-Op, f2.8 Anticomar, coupled rangefinder, $57.50. American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

MONEY-BACK guarantee on mail orders used equipment! American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

IKOFLEX III, f2.8 coated Tessar. Like new, $189.50. American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

PROJECTION Lamps, Medium Pre-Focus, 100 Watt T-8½, $1.50; 200 Watt T-10, $1.95; 300 Watt T-10, $2.50; 400 Watt T-10, $2.95; 750 Watt T-12, $3.75; 1000 Watt T-12, $4.95. Crown Photo Supply, 883 Fairmount Place, Bronx 60, N. Y.

EKTRA, f1.9 coated Ektar, 90mm, f3.5 coated Ektar, Ektra flashgun, Highlow finder, case. Like brand new! $400.00. American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

ROLLEIFLEX Automatic, f3.5 coated Tessar. Immaculate, $169.50. American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

1950 ROLLEIFLEX Headquarters! Trades invited. Highest allowance! American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

CONTAX II, III, highest quality only. $225.00 up. American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

REVERE 16mm Sound Projector, like new, guaranteed $214.50. Write for our free catalog of outstanding photo equip. Empire, Dept. PPI, P.O. Box 23, White Plains, N. Y.

MILBURN Water Filter for Photographers. Guaranteed. Just $5.95, complete. Write Jaxenmco, Burlington 2, Ks.

GET a Press Card and Car Card, $1.00. W. K. Crosson, 15324 Heyden, Detroit 23, Mich.

SUMMARIT 1.5, $218.00. Hunt, 600 First National Bank Bldg., Minneapolis, Minn.

CONTAX Lenses! Large selection! Prewar or new leatherocight. American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

CONTAFLEX 135mm f4 Sonnar, chrome, Immaculate, $125.00. American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

POLYFOCUS viewfinders, new! Leica, Contax, 35-180mm, $69.75. American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

LEICA IIIc, f2 coated Summitar. Like new, $229.50. American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

LEICA IIIc, f3.5 coated Elmar. Like new, $164.50. American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

LEICA IIIc, f1.5 coated Sonnar, like new, $295.00. American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

LEICA Lenses, finders, rare accessories. quality equipment! American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

CAMERADIO. Combination portable battery radio and reflex camera. All in one! Brand new, $29.95. Pittsburgh Photo Shop, Dept. PP-2, 1618 Westmont Ave., Pittsburgh 10, Pa.

CONWAY Camera Company. "Trade-In" Bargains, 3¼x4¼ RB Auto Graflex 21cm Zeiss Tessar f4.5 Graflex, with flashgun, $164.50. Super Ikonta A, rgfd. rangefinder, Zeiss Tessar, f3.5, Compur shutter, $69.50; 8mm Keystone K8 f1.9 lens, $49.50; 16mm Cine Kodak Magazine Camera f1.9, $115.00; 4x5 Pacemaker, f4.7 coated Optar Lens, Rapax shutter, Kalart coupled rangefinder, Synchro flashgun, $149.50; Filmo 70 DA f1.9 lens, 16mm Turret Model, $307.20; Cinklox 16mm f3.5 lens, $29.50. Write for bargain list E7. Conway Camera Co., 54 N. Clark St., Chicago 2, Ill.

3¼x4¼ GRAFLEX R.B. Series D, 6" f4.5 Cook, cutfilm magazine, clean, $75.00. Ralph Altman, 502 S. Wabash Ave., Chicago 5, Ill.

LEICA III-C, f2 Summitars case, $185.00 to $265.00. Ralph Altman, 502 S. Wabash Ave., Chicago 5, Ill.

LEICA III-C, f3.5 Elmars, case, $150.00 to $200.00. Ralph Altman, 502 S. Wabash Ave., Chicago 5, Ill.

RETINA II f2.8 Xenar, like new, $75.00. Ralph Altman, 502 S. Wabash Ave., Chicago 5, Ill.

SUPER Ikonta BX, T-coated f2.8 Tessar, case, cannot be told from new, $185.00. Ralph Altman, 502 S. Wabash Ave., Chicago 5, Ill.

CONTAX III, T-coated f1.5 Sonnar spotless, $295.00. Ralph Altman, 502 S. Wabash Ave., Chicago 5, Ill.

AUTOMATIC Rolleiflexes, new 1950 models, f2.8 Tessar, f3.5 Tessar, f3.5 Xenar; compare my trade-in offer on your present camera. Ralph Altman, 502 S. Wabash Ave., Chicago 5, Ill.

AUTOMATIC Rolleiflex, 1950 model, f3.5 Tessar, case, spotless, $200.00. Ralph Altman, 502 S. Wabash Ave., Chicago 5, Ill.

16mm PERFORATOR for 8mm film. MacVan manufacture. Used less than 3 months. Perfect. Original cost, $1100.00. Sale price, $500.00. Capitol Camera Co., 201 W. Washington St., Indianapolis 4, Ind.

ROBOT II (Luftwaffe) f2.8 Xenar, clean, $55.00. Ralph Altman, 502 S. Wabash Ave., Chicago 5, Ill.

MINOX, like new, $89.50. Capitol Camera Co., 201 W. Washington St., Indianapolis 4, Ind.

STREAMLINED Weltini f2 Xenar, like new, $90.00. Ralph Altman, 502 S. Wabash Ave., Chicago 5, Ill.

BELL & Howell 70DA f1.9 Lumax ctd. Mayfair case, like new, $245.00. Capitol Camera Co., 201 W. Washington St., Indianapolis 4, Ind.

SUPER Ikonta B, SW Tessar f2.8 ctd. case, like new, $150.00. Capitol Camera Co., 201 W. Washington St., Indianapolis 4, Ind.

ZEISS Contaflex, f2, Sonnar, case, $175.00. Capitol Camera Co., 201 W. Washington St., Indianapolis 4, Ind.

AUTOMATIC Rolleiflex, 1950 model f2.8 Tessar, case, spotless, $225.00. Ralph Altman, 502 S. Wabash Ave., Chicago 5, Ill.

200MM TELYT with Reflex Housing for Leica, almost new, $285.00. Ralph Altman, 502 S. Wabash Ave., Chicago 5, Ill.

CONTAX II, f2 Sonnar, like new, $165.00. Ralph Altman, 502 S. Wabash Ave., Chicago 5, Ill.

LEICA III, f3.5 Elmar, case, $100.00. Ralph Altman, 502 S. Wabash Ave., Chicago 5, Ill.

SUPER Ikonta C Special, f2.8 Tessar, like new, $100.00. Ralph Altman, 502 S. Wabash Ave., Chicago 5, Ill.

MEDALIST II, case, cannot be told from new, $200.00. Ralph Altman, 502 S. Wabash Ave., Chicago 5, Ill.

MINOX spy camera, like new, $97.00. Ralph Altman, 502 S. Wabash Ave., Chicago 5, Ill.

CONTAX I, f3.5 Tessar, chrom steeds, like new, $79.00. Ralph Altman, 502 S. Wabash Ave., Chicago 5, Ill.

LEICA II box, less lens, very clean, $70.00. Ralph Altman, 502 S. Wabash Ave., Chicago 5, Ill.

IKOFLEX III, f2.8 Tessar, case, spotless, $185.00. Ralph Altman, 502 S. Wabash Ave., Chicago 5, Ill.

ANSCO Reflex, synchro model, case, cannot be told from new, $125.00. Ralph Altman, 502 S. Wabash Ave., Chicago 5, Ill.

CAMERAS AND EQUIPMENT WANTED

LEICAS and its gadgets. Courtone, Martine Ave., White Plains, N. Y.

TOP cash prices paid for cameras and lenses. Alfred Bass, 585 Market, San Francisco, Calif.

LENSES—Cameras. Bought, Sold, Traded. Photo Lens Co., 140 W. 32nd St., New York 1, N. Y.

SEND us your camera today. Will send certified check by air mail immediately. Items held ten days for your approval of our price. Free estimates for photo equipment. Highest prices in the U. S. Reitman Camera Exchange, 1900 E. 9th St., Cleveland 14, Ohio.

HIGHEST prices paid for Leica, Contax, Rolleiflex, Rolliflex, Reflex, Movie Camera, Projectors. Ace Camera Exchange, 136 E. 58th Street, New York 22, N. Y.

HIGH grade Domestic and Foreign cameras and lenses in good condition. Our check in return mail same day equipment received. Send us your cameras at once. We will hold cameras 10 days for your approval. Highest prices paid. Indiana's Largest Camera Store, Capitol Camera Co., Inc., 201 W. Washington St., Indianapolis 4, Ind.

I WANT these cameras badly: Retina II, Bantam Special, Kine Exakta, Contax, Leica, Ektra, Medalist II, Rolleiflex, Speed Graphics; urgent, cash immediately. Ralph Altman, 502 S. Wabash Ave., Chicago 5, Ill.

FOUND the Store paying the highest cash prices for your used Cameras & Lenses. Broadway Camera Exchange, 2159 Broadway (75th St.), New York 23, N. Y.

LEICA cameras, Leica lenses, Leica accessories, premium for current models, urgent, cash immediately. Ralph Altman, 502 S. Wabash Ave., Chicago 5, Ill.

LEICA Lenses, accessories needed now! "Fastest with the Mostest!" American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

GERMAN Cameras, lenses, equipment. Consistently paying more! American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

HEADQUARTERS for Leica, Contax, etc. Top cash! American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

FINE Imported, Domestic equipment urgently wanted now! American Camera Exchange, 210 W. 7th St., Los Angeles 14, Calif.

LEICA franchised dealer pays highest cash prices for cameras and accessories. You can be sure you're in good hands when you do business with a franchised Leica dealer. Standard Camera Supply Co., 7301 Santa Monica Blvd., Hollywood, Calif.

ALTMAN pays more, bickers less, replies immediately. Ralph Altman, 502 S. Wabash Ave., Chicago 5, Ill.

BASS pays cash for fine Cameras and Lenses. Send description or will trade. Money back basis if not satisfied. Bass Camera Co., Dept. P-P., 179 W. Madison St., Chicago 2, Ill.

PHOTOGRAPHIC Equipment, new or used Movie Film, Out of Date Film, etc., for export. Highest prices paid! Baltimore Film Exchange, 678 W. Baltimore St., Dept. S, Baltimore 1, Maryland.

250 EXPOSURE Leica with or without lens. Cash. Write R. Roberts, 305 W. 86th St., Apt. 11A, New York, N. Y.

CONTAX II Camera or complete outfit. Arthur Rich, 645 West End Ave., New York 24, N. Y.

LEICA Cameras, late models, urgently needed. Highest cash prices paid. Camera Utilities, Inc., 890 6th Ave., New York 1, N. Y.

MOVIE EQUIPMENT

SAVE 50% on Movies. Free circulars. Fromaders, Box 637-E, Davenport 4, Iowa.

LENSES—Cameras. Bought, Sold, Traded. Photo Lens Co., 140 W. 32nd St., New York 1, N. Y.

16mm 50' MAG. 10c; 10 or more 5c. Leading instructions included. Postage prepaid. Dick Williams, 1010 S.E. 39th Ave., Portland, Ore.

YOU'RE losing money if you're not on our mailing list. Unheard of discounts on all equipment and supplies. Terrific savings on Home Movie Film. Mail that post card today for free catalogues. Imperial Enterprise, Inc., Equip. Dept., 2010 74th St., Brooklyn 4, N. Y.

MOVIE FILMS Rented—Sold—Exchanged

"FRENCH Fantacy" & "Silk Hose Honey" 2 Glamour releases starring beautiful Hollywood models. 16mm 100' $6.50, 8mm 50' $3.75. Both in 16mm, $11.00; in 8mm, $6.50. Send 25c for select list of party films. Empire, Dept. PP, Box 23, White Plains, N. Y.

SURPLUS 16mm sound War films. March of Times, documentaries for sale. Write for list "PP." International Film Bureau, Inc., 6 N. Michigan, Chicago, Ill.

16mm SOUND Features, $35.00. Shorts, $5.00. Reiner, 5500 S. Talman, Chicago 32, Ill.

MOST complete Listings! Sports, Musicals, Comedies, etc. Mammoth Listings 10c. Turke Films, Hinsdale, Ill.

SOUND Films, new $13.50, unusual films 8-16mm, catalog 10c, deductable. Eastern, 270 Concord Ave., West Hempstead, N. Y.

NEW Releases for private film libraries. 100 ft. 16mm $6.00, with sound $7.50; 8mm $5.50. Free list. Film Supply Co., Box 442, Baltimore 3, Md.

FREE Movies. Hundreds of subjects. Interesting. Entertaining. Fascinating. New directory, only 50c. International Film Society, 126 Lexington Ave., Dept. P, New York 16, N. Y.

597 FREE Rental Film Sources. Latest compilation, $1.00. Waverlyn Co., Dept. 4, 436 W. 42nd St., New York 18, N. Y.

3-DIMENSIONAL Home Movies, 16mm & 8mm for your existing movie projector. Send 25c for 3-Dimensional sample and catalog. Herner-Cooley Productions, Inc., 6356 Hollywood Blvd., Hollywood 28, Calif.

"THE Antarctic." First time in Home Movies 8mm 16mm. Authentic operations filmed 1940 U. S. Antarctic Expedition, Seals, Penguins, Whales, Men Working, Ice Breaking, Thrills. Catalog 5c. "Tex" Helm, Cameraman, Dept. PP8MA, Carlsbad, N. M.

RENT 16mm sound films 50c reel. Large selection; free catalog. U. C. Film Service, 130 Chestnut St., Roselle Park, N. J.

CARLSBAD Cavern home movies. 8mm 16mm color, Black & White, beautifully lighted interiors. Catalogue 5c. "Tex" Helm, Cameraman, Dept. PP8M, Carlsbad, N. M.

PARTY Films. Hundreds, all types. Airmail stamp for big free lists. Lenscraft Corp., 3195 Oakland Ave., Dallas, Tex.

PRIVATE movie collectors. 8mm $3.00; 16mm $5.00. Guaranteed different! Send 3c stamp for free "still" and brochure. Color Center Films, Box 488, Port Washington 2, N. Y.

DREAM films new releases. Free offer, free list. Gotham Films, 383 E. 48th St., Brooklyn 3, N. Y.

BIGGEST 16mm sound film bargain. Twelve 100' used musical films, $9.95, postage extra. Big bargain list free. Blackhawk Films, Dept. PHB, Davenport, Iowa.

YOU'RE losing money if you're not on our mailing list. Unheard of discounts on Home Movie Film and photographic supplies. Special big list of used 100' Sound Shorts, 3 for $5.00. Mail that post card today for free catalogues. State whether silent or sound projector. Imperial Enterprise, Inc., Film Dept., 2010 74th St., Brooklyn 4, N. Y.

WONDERFUL! New! Instructive! 16mm Still Film Projector and film. Not a viewer, but a projector that shows pictures on wall, screen, etc. Self-contained light source automatically goes on and off with each scene change. Complete with continuous film of 38 glamorous subjects, showing lighting, composition, etc., only $2.95. Camera Corner, 591 Bridge St., Room 106a, Brooklyn 1, N. Y.

FREE list unusual, educational, documentary party films. 8mm-16mm. Tel-A-Film Co., 935 Cincinnati St., Dept. P, Dayton, Ohio.

MOVIE TITLES

TITLES and printed cards for titles. Howard Cuppler, Coraopolis, Pa.

MOVIE and Slide Titles. Still at same low prices! Tinting film amber free. Large variety backgrounds. Write for free literature. Title-Craft, Dept. P., 1022 Argyle St., Chicago 40, Ill.

INEXPENSIVE professional 8mm-16mm Titles. Prompt service. Send 10c for samples and price list. Hollywood Title Studio, 1960 N. Vista St., Hollywood 46, Calif.

PHOTO FINISHING

RETOUCHING, tinting, expert studio artist, prompt mail service. Greenway, 1525 W. Lynwood, Phoenix, Ariz.

FREE 35mm Kodak bubbles to file your negatives. Write. Cadillac, Box 1, Station "E," Brooklyn 7, N. Y.

SENSATIONAL Custom Finishing Prices. Contact, 3c per print. Oversize, 4c. Mississippi Finishing, Box 425, Davenport 4, Iowa.

REFLEX Fans. 12 exp. D.W. Enlargements, 4x4, 75c; 35mm D.W. Enlargements 3½x5, 36 exp. $2.00, 20 exp. $1.50. Oil Coloring, 75c. Bex's, P.O. Box 277, Greenbelt, Maryland.

RETOUCHING for those who want the best. 3½x5, 30c. Special rates for quantity. Complete information on request. Bolger Photo Lab., 1109 River Road, Edgewater, N. J.

AMAZING Introduction offer. Film developed: 8 enlarged glossy prints, 20c; 12 exposures, 30c; 16, 40c; 36, 90c. Money-back guarantee. Immediate delivery. Mail-A-Way Photo, Box 379, Fitchburg 50, Mass.

ENLARGEMENTS 8x10, 50c; 5x7, 30c; Copy $1.00. Brownell Studio, 4315 East Side, Dallas 4, Tex.

PARTICULAR? Send us your films, blue-black, high gloss jumbo prints. Any 8 exposure roll developed and printed 35c; 12 exposures, 50c; 16 exposures 65c; 35mm 20 exposures, $1.00; 36 exposures, $1.50; 35mm is developed in fine grain developer. 4x5 Enlargements made from your favorite Photo (no negative required) $1.50. Address to: Dept. P, L. A. Photo Lab., P.O. Box 9385, Station "S", Los Angeles 5, Calif.

GIANT photos a specialty. Your negative or print. 30x40, $4.00; 40x50, $6.50. Warner Studio, $1703\frac{1}{2}$ Grand, Kansas City, Mo.

ABSOLUTELY highest quality professional double weight enlargements. 5x7, 20c; 8x10, 25c; 11x14, 50c; 16x20, $1.50. No extra charge for cropping or dodging. New negative from your photo 50c; minimum order $1.00. Foto Portrait Co., 1172-P Ogden Ave., New York 52, N. Y.

EXPERT retouching. Fast mail service. R. Daly, Box 91, Ansonia Station, New York 23, N. Y.

FINEST quality double weight bromide enlargement. 5x7, 20c; 8x10, 25c; 11x14, 50c. Satisfaction guaranteed. Minimum order $1.00. Foto Portrait Co., 1172-P Ogden Ave., New York 52, N. Y.

SPECIAL, 50 reprints $1.00. Suburban Studio, 1410-P Bond, Rockford, Ill.

QUALITY, doubleweight enlargements, 5x7, 20c; 8x10, 35c; 11x14, $1.00. Expert processing roll film, packs and sheets. George Webster, 233 E. 87th St., New York 28, N. Y.

6-8 EXPOSURE roll developed and printed, 30c. Reprints, 3c each. Thrifty Films, Box P-688, Station H, Los Angeles 44, Calif.

8 GIANT "Bondtone" Enlargements from your roll of negatives 25c (special offer), 12, 40c; 16, 50c. Bond Studios, Box 1735P, Cleveland 5, Ohio.

ENLARGEMENTS, Custom made, immediate service. Doubleweight Semi-Matte, Glossy, Silk, Matte, plus professional Warmtone surfaces. 5x7, 25c; 8x10, 40c; 11x14, 80c; 14x17, $1.40; 16x20, $1.50. New Negatives, 50c. Complete service including Retouching, Toning, Oil Coloring. Price list available. Photo Enlarging Specialists, 1476-P Seabury Place, New York 60, N. Y.

ENLARGEMENTS, 5x7 double weight, silk finish. 6 for $1.00. Rudy Leefsma, 375 Riverside Drive, New York 25, N. Y.

ENLARGEMENTS: D. W. 5x7, 30c; 8x10, 50c. No C.O.D. Jeanne's Photos, P.O. Box 38, Richmond Hill 18, N. Y.

FILMPACKS and Cut Film skillfully developed and printed for discriminating photographers who demand perfection. Write to MacIntyre Studio, Box 900, Bridgeport, Conn.

NICKEL Print! Quick service for snapshot finishing. Each negative individually printed. Mail films, enclose 5c per print, regular or jumbo, plus 5c per roll for developing. Try it today, you'll like it! Nickel Print, Box 3035, Indio, Calif.

8" CUSTOM quality enlargement, 35c; 12 exposure, 50c; 16 exposure, 65c. Send roll or negative to: Technifotos, Box 3938A, Cleveland 20, Ohio.

QUALITY Enlargements, any number, any size. Send negatives or photos for free estimate. Jacobs Photographers, 925 Bryn Mawr Dr., Dayton 7, O.

DYE transfer color prints from 35mm and Bantam transparencies. $4\frac{1}{4}x6\frac{1}{4}$ print unmounted, $4.00; Additional prints from same transparency, $1.50. Write for complete information, sample print, and special introductory offer. Percival E. Walsh, 232 Raines Pk., Rochester 13, N. Y.

VISAGRAPHS, GPO Box 1222P, New York 1, N. Y. Trial 8x10 Glossy Visalargement 20c, two for 35c. Request Amateur or Professional price list.

CUSTOM photo finishing, 8 exposure roll, 30c; 12, 45c; 16, 60c. Add 10c for jumbo. Bronco Film Service. "We kick 'em right back." P. O. Box 150, Santa Clara, Calif.

PHOTO Finishing of highest quality. Scavera Laboratory, 580 5th Ave., New York, N. Y.

BARTER AND EXCHANGE

LENSES—Cameras. Bought, Sold, Traded. Photo Lens Co., 140 W. 32nd St., New York 1, N. Y.

PHOTO SUPPLIES

100 MODEL Releases, "Rough Proof" Rubber Stamp. Three Line Stamp. Rotating Number Stamp, $1.00 each. Castle, Box 8, Gravesend, Brooklyn 23, N. Y.

100 MODEL releases, 75c coin. Brownprint, 5 High, Morristown, N. J.

WEDDING (Baby) Albums that double your business. Free literature. Aabalton's Photofit Co., 131-C W. 42nd St., New York 18, N. Y.

MODEL Releases. Printed forms finished in neat, handy pads. Each pad contains 100 releases. $1.00. Prompt service. Arlington Photo Service, 92-16 149th St., Jamaica 2, N. Y.

16 MILLIMETER Magazines, brand new, empty, 98c each. Include postage. Crown Photo Supply, 883 Fairmount Place, Bronx 60, N. Y.

FILMS AND PAPER

SUPERIOR No. 3 Dupont, 35 Millimeter Film, 100 ft. roll, 79c. Outdated, guaranteed. Include postage. Crown Photo Supply, 883 Fairmount Place, Bronx 60, N. Y.

GUARANTEED fresh anti-halo outdoor movie film! Weston 12! Daylight loading! Processing free! Three spools double 8mm, $3.45! Six single 8mm for Univex, $4.60! Postpaid! Catalog. Eso-S, 47th Holly, Kansas City 2, Mo.

MOVIE Film, Panchromatic, Weston 32, free processing. 16mm 100 ft. $2.95; 16mm magazine 50 ft. $2.50. Evan J. Anton Productions, 20 E. 42nd St., New York 17, N. Y.

35mm FILM: 200 ft. SR Pan (125 Weston), $1.50. Factory packed 36 exp. Cartridges, 12 for $3.00. Guaranteed. A.R.E., 7005 Harper Ave., Chicago 37, Ill.

E.K. 4x5 Plus X Filmpack (12 sheets), outdated, 6 for $2 plus postage Kodachrome $3\frac{1}{4}x4\frac{1}{4}$ (6 sheets) outdated, tropically packed, $1.65; 4 for $6, plus postage. Abbe, 503 5th Ave., New York 17, N. Y.

INSTRUCTION

CAMERA repairing taught on individualized instruction plan. Reduced rates to veterans. Approved under PL-16. Free prospectus. The Mills Photographic Engineering Laboratory, 1857 N. Western Ave., Dept. PP, Hollywood 27 Calif.

PHOTOGRAPHY for pleasure or profit. Learn at home. Practical basic training. Long established school. Write for free booklet. American School of Photography, 1315 Michigan, Dept. 2252, Chicago 5, Ill.

OIL coloring photographs can be a fascinating hobby or profitable sideline for those with artistic talent. Learn at home. Easy simplified method. Send for free booklet. National Photo Coloring School, 1315 Michigan, Dept. 2252, Chicago 5, Ill.

AIRBRUSH Art. Improve your photographs to bring higher prices. Free Catalog. N. Y. School of Airbrush Art, 117-R E. 60th St., New York, N. Y.

IF you make movies (8mm or 16mm), the Amateur Cinema League can help you. For $6.00 a year, you can get the ACL Movie Book, Movie Makers Magazine monthly and all ACL membership services. Get on the high road to more filming fun, today! For full details, write Mr. Ames, Amateur Cinema League, Inc., 420 Lexington Ave., New York 17, N. Y.

PHOTOGRAPHERS learn the relationship of light and shadow in figure photography. Made expressly for your instruction in lighting and posing the Female Figure. Four 4x5" Glossy Prints, $1.00; 6 complete sets for $5.00. Instructional information included. George Becker, 810 N. Highland Ave., Hollywood 38, Calif.

COLOR SLIDES

EUROPE, Local Cities, National Parks, Mexico, others. The Eulo Co., P.O. Box 59, Chicago 90, Ill.

FIJI, New Zealand $2\frac{1}{4}x2\frac{1}{4}$ Kodachromes 85c, 35mm 50c Ansco. Oscar H. Covey, 1380 Kelton Ave., Los Angeles 24, Calif.

KODACHROME 2x2 Slides. Join the West-View Color Slide Club and receive monthly approval selections. Club membership is free. Write today for first approval slides. No obligation. West-View, Dept. 2, 1518 Montana Ave., Santa Monica, Calif.

PACIFIC Coast Color Slides. Free list. Wm. L. Morgan, P.O. Box 174, Monterey, Calif.

MISS Venus. Twelve excitingly different 2x2 color transparencies of Hollywood's most beautiful model, $5.00. Danny Rouzer, Box 1928, Hollywood 28, Calif.

TRADE Color Transparencies. Send 11 and $1.00, receive 12 same category. Rice, 2439 N. Francisco Ave., Chicago 47, Ill.

BEAUTIFUL Maine Coast Kodachrome slides. White Mountains of New Hampshire. Hudson Valley. List and 3 samples $1.00. Maine Photos, Box 1622C, Portland, Maine.

AMERICA'S most beautiful Kodachrome slides from the personal collection of Lt. Comdr. Clifford J. Lishman, U.S.N. Retired. Sample slide 25c. Catalogue free. Learn about my ten day free offer, write to Lt. Comdr. Clifford J. Lishman, U.S.N. Retired, Dept. 72, P. O. Box 132, La Jolla, Calif.

SCENIC Kodachrome Slides. Cover North America. Catalogue. Jack Breed, 42-P Longview, Marblehead, Mass.

COLOR slides. Travel, nature, etc., List, sample, 30c. Kelly P. Choda, Box 5, Los Alamos, N. M.

KODACHROMES. Germany, Landscapes, Butterflies, flowers of Indiana. Free Lists. Allen's Studio, 2715 Beverly, Gary, Ind.

CARLSBAD Caverns Kodachromes. 50 interiors. Sample slide 50c. Catalogue 5c. "Tex" Helm, Dept. PP6, Carlsbad, N. M.

PRIVATE color slide collectors. Send $1.00 for set of 3 and list. Guaranteed different! Color Center Films, Box 488, Port Washington 2, N. Y.

GENUINE San Francisco Landmarks. This adv. and $2.00 brings: Golden Gate Bridge, Bay Bridge, Chinatown, Cable Car, Fisherman's Wharf. Jaycee Colorslides, 3961 Sacramento St., San Francisco 18, Calif.

50 SLIDES, $1.00; sample, dime. Sanford, Honeoye Falls, N. Y.

STEREO-REALIST Slides galore, scenics, & etc., also 2x2 Stereo slides for Screen Projection in your existing projector. Send 25c for sample of either and catalog. Horner-Cooley Productions, Inc., 6356 Hollywood Blvd., Hollywood 28, Calif.

2x2 SLIDES (B&W) from your photographs. Allied Film Laboratories, Dept. B, Kenosha, Wis.

CAPE Cod, Gloucester, Salem, Plymouth, Lexington, White Mountains, etc. Superb kodachromes by Henry Cobb Shaw. Catalog free. Sample, 25c. Pilgrim Colorslides, 38 Bosworth St., Boston 8, Mass.

COLOR Slides California and National Parks, eight for $1.95. Catalogue. Slides, Box 206, La Habra, Calif.

GEOLOGIC & Scenic Color Slides, Catalog free. Heald-Robinson, 112B E. Lemon, Monrovia, Calif.

GASPÉ, QUEBEC, Montreal, Niagara, Ticonderoga, Ausable. Superb kodachromes by Henry Cobb Shaw. Catalog free. Sample 25c. Pilgrim Colorslides, 38 Bosworth, St., Boston 8, Mass.

THE World in Color. Sensational 35mm slides, 10 for $1.00. Send $1.00 for sample set. Free list. Evan J. Anton Productions, 20 E. 42nd St., New York 17, N. Y.

GORGEOUS gals. Giggling gags. Four 35mm, 2x2, color. "Slide Show Stageroos." $1.50. TyToi Co., Box 670-A, Taunton, Mass.

ADD "Spice" to home projection shows with old-time Nickelodeon slides. 2x2 Kodachrome. Write for free list. Nickelodeon Co., New Fliedner Bldg., Portland 5, Ore.

YELLOWSTONE slides on approval. Other Western National Parks available. Douglas Whiteside, Yosemite, Calif.

STEREO-REALIST Dealers. Excellent demonstration color slides. 3 for $4.00. Pan-Atlantic Colorslide Co., Box 182D, Hamilton Grange, New York 31, N. Y.

COLOR Scenic Slides, 2x2. 40 different countries. Set of 10, $1.00. Free folder. Fotoshop, Inc., 136 W. 32nd St., New York, N. Y. (Dept. P-7.)

COLORSLIDE Hobbyists. Lovely models. 2x2, 5 for $2.00. Stereo-realist, 3 for $5.00. Pan-Atlantic Colorslide Co., Box 182D, Hamilton Grange, New York 31, N. Y.

VENICE, Rome. Free list of 14 Foreign Countries. Argo Slides Exchange, 62 William St., New York 5, N. Y.

COLOR Slides of America's loveliest models by Artist Earl MacPherson and William Mortensen. Send $1.00 for sample kit PC7 and illustrated catalog. Photographic Industries, P. O. Box 278, North Park Station, San Diego 4, Calif.

NOW it can be done! Amazing new luminizing process enables you to see your 2x2 color slide as a color print. Eliminates costly projectors & viewers. Send your slides direct to our Laboratory. 15c each, minimum order 5 slides. Lumicolor, 68 W. Washington St., Chicago 2, Ill.

CAMERA REPAIRS

FOREIGN Cameras exclusively, Leica, Rolleis, Contax, Korelles, Robot, Ikoflex, Exaktas. Precision repairs, guaranteed 1 year. Camera Repair Service, 121 Broadway, San Diego 1, Calif.

EXAKTA Specialist. Guaranteed precision repairs. Kine accessories. Williams Camera Repair Service, P. O. Box 508, Canoga Park, Calif.

COMPLETE guaranteed American and Foreign camera repair service. "Camera Service Center of Maine." The Merrill Lab., 204 Lisbon St., Lewiston, Maine.

SPECIALISTS in Foreign and Domestic camera repairs. Lens polishing, re-cementing, re-focusing, Bellows installed, Rangefinders repaired, sync. Flash sync's built-in. Repairs guaranteed up to one year. Chicago Camera Specialists, 17 N. State St., Chicago 2, Ill.

PERFEX repair on Still and Movie model, using genuine Perfex replacement parts. (Only authorized Perfex repair firm in U. S.). Send camera for estimate. International Camera Corp., 846 W. Adams St., Chicago 7, Ill.

QUALITY camera repairing. All makes, kinds & conditions. Foreign & Domestic. Shutters, Bellows, Reflex Mirrors, etc. Work guaranteed, prompt estimates, 48 hours service. August Camera Repair, 611 N. Harper Ave., Hollywood 48, Calif.

GUARANTEED Repairs, all photographic equipment. Rapid service. The Mills Photographic Engineering Laboratory, 1857 N. Western Ave., Hollywood 27, Calif.

PRECISION 48 hour camera repair service. Any make, any type, Foreign and Domestic. Specializing in Compur and focal plane shutters, Rangefinders, reflex mirrors, lens coating, etc. Genuine replacement bellows for all cameras and special bellows of any size. Electronic shutter speed testing. Work guaranteed, cameras insured. Immediate estimate. Ferguson's Camera Repair Laboratory, Dept. P, 1918 E. Colorado St., Pasadena 8, Calif.

LENS making and repairing our specialty. Lenses cleaned, repolished, recemented, duplicated, hard-coated. Binoculars also repaired. Prompt service. Workmanship guaranteed. Send lenses or write for free estimate. Gould Lens Service, 26-A Franklin Ave., Binghamton, N. Y.

GUARANTEED precision, still and movie, camera repairing and rebuilding by expert cameramen with many years of experience on all types and makes of American and foreign cameras. Range finders and flash units installed and synchronized on short notice. All work carries a "You Must Be Satisfied" Guarantee, or your money back. Write or send your equipment for free estimate. The General Camera Co., Repair Dept., 6121 N. Western Ave., Chicago 45, Ill. See our display ad in this issue.

NEOPRENE coated curtains installed in Korelle, Exakta, Leica, Foth, by factory trained Technicians. B & V Camera Repair Service, 21 E. Van Buren St., Chicago 5, Ill.

COMPLETE 24 Hour Camera Repair Service (Compur Shutters a Specialty). Central States Camera Repairs, 3116 E. Douglas, Wichita 8, Kans.

AUTHORIZED Kodak, Argus, Agfa, Keystone Repair Agency. Foreign Camera Specialists. Free estimates. Foto-View, 310 W. 42nd St., New York 18, N. Y.

CAMERA Square will make it like new, 24 hour repair service, mail anywhere, one year guarantee, expert coating of lenses. Camera Square, 140 Liberty St., New York 6, N. Y. CO 7-8025-4.

HARTLEY Field Lens installed in Rolleis, Korelle, Ciroflex. B & V Camera Repair Service, 21 E. Van Buren St., Chicago 5, Ill.

EXPERT repairs on all cameras; foreign and domestic. Curtains replaced in focal-plane shutters. Specialists in all models of Rollei, Exakta, Leica, Contax, Robot, Ikoflex. Built-in synchronization installed in Contax, Korelle, Leica. Prompt Service. Work guaranteed. Ted Staudte, P.O. Box 55, Planetarium Station, New York 24, N. Y.

CANADIANS: Korelles, Exaktas, Leicas, Rolleiflexes skillfully repaired. Pierce Camera Rebuilding Laboratory, 70 St. John St., Quebec, P. Q., Canada.

BUSINESS OPPORTUNITIES

"HOW to start a successful mail order business" The guide to sound, profitable mail merchandising, 25c. Manhattan House, P.O. Box 50, New York 28, N. Y.

PUNCHBOARDS, Slot Machines. Wholesale catalog. Webb Distributing Co., 4958 W. Chicago Ave., Dept. 33, Chicago 51, Ill.

100% PROFIT. No investment. Handle quality photostamps. Amazing glossy photographs, gummed stamp form. Business year 'round. Free samples, particulars. American Foto Stamp Co., 103 E. 125th St., Dept. PP-7, New York 35, N. Y.

USE your Home as magazine subscription station. Represent all magazines. Liberal commissions. No experience, no capital needed. Catalog, full details free. Write McGregor Magazine Agency, Dept. 530B, Mount Morris, Ill.

MAGAZINES. Trade and Class. Current copies, every interest. Ask now for free folder. Commercial Engraving Publishing Co., 310 N. Ritter, Indianapolis 19, Ind.

$250 WEEK reported! Free book "365 Odd, Successful Businesses." Work home. Expect something Odd! Pacific-C, Oceanside, Calif.

PHOTOS on Cloth. 500% profit. Handkerchiefs, Pillowcases, Neckties, Tapestries, Photodolls. Professional quality, washable. Complete instructions with beautiful sample cloth photographs, $1.00. Photonic Laboratories, 7400 Santa Monica Blvd., Hollywood 46, Calif.

MISCELLANEOUS

INVENTORS. If you believe you have an invention, you should find out how to protect it. Send for copy of our Patent Booklet "How to Protect Your Invention" and "Invention Record" form. No obligation. McMorrow, Berman & Davidson, Registered Patent Attorneys, 244-Z Victor Bldg., Washington 1, D. C.

MIMEOGRAPH Paper for Sale, 6lc ream, samples. Brookman, 56 M.W. 24th, New York 10, N. Y.

YOUR favorite Kodachromes immortalized on canvas in oils at 50 cents per square inch. E. H. Woog, 2107 S Street, N.W., Washington 8, D.C.

SELL your photographs! Subscribe to "Photo-Market Facts" for latest marketing information. This bimonthly news-letter takes the guesswork out of selling with a concise analysis of current markets. Only $1 per year. 30-day money-back guarantee. Sample copy 25c. Photo-Market Facts, 509 5th Ave., New York 17, N. Y.

22 INDIVIDUAL, glossy photos of Evelyn West. Exotic dancing star, $1. Write her personally. Evelyn West, 601 S. Vermont, Box "g," Los Angeles 5, Calif.

BOOKFINDERS! (Scarce, out-of-print, unusual books). Quickly supplied. Send wants. Clifton, Box 1377p, Beverly Hills, Calif.

MAGAZINES (back dated) foreign, domestic, arts. Books, booklets, subscriptions, etc., Catalogs 10c (refunded) Cicerone's, 86-22 Northern Blvd., Jackson Heights, N. Y.

2x2 SLIDES from any size negative 15c, unmounted 10c. Duane Stebbins, Box 62, Agawam, Mass.

TELESCOPES, Binoculars, Microscopes, big bargain catalog free. Brownscope Company, 24 W. 45th St., New York, N. Y.

BINOCULAR Book free! Explains all technical terms. Write today! Bushnell Importers, 43-R73 E. Green, Pasadena 1, Calif.

MODELING Unmasked. Over 15,000 words revealing illicit schemes of photographers, model agents and schools. Trick mirrors, Test Photos, nothing withheld. Send $1.00 to Dept. P, Hold-It, 41 W. 52nd St., New York 19, N. Y.

OIL coloring photographs can be a fascinating hobby or profitable sideline for those with artistic talent. Learn at home. Easy simplified method. Send for free booklet. National Photo Coloring School, 1315 Michigan, Dept. 225-A, Chicago 5, Ill.

NO Negative? Send $1.00 for new negative and two 5x7 enlargements from picture, transparency, colorprint. On Movieframes two 4x5 enlargements or one colorprint. Curiophoto, 1187 Jerome Ave., New York 52, N. Y.

35mm Bl. & Wh. SLIDES, 10c. From larger negatives, 20c. Minimum, $1.00. E. Schley, 1753 Howard St., Chicago 26, Ill.

PHOTOGRAPHY for pleasure or profit. Learn at home. Practical basic training. Long established school. Write for free booklet. American School of Photography, 1315 Michigan, Dept. 225A, Chicago 5, Ill.

GORGEOUS California models, photos, slides, movies. Set 4x5 B&W $1.00. Full color slides, 2x2, $2.00. 8mm & 16mm B&W, color movies. Write for prices. Free illustrated catalogue. Satisfaction guaranteed. No C.O.D.'s. No California orders accepted. R. X. Adkin, Inc., 5864 Hollywood Blvd., Suite 595, Hollywood 28, Calif.

ADULT Books. Unusual, Revealing. Arts, Novelties, Cartoon Booklets 10, $1.00. Catalogues 10c. Kogan, 1052-PH, Church Annex, New York 8, N. Y.

8 PIN-UP Exposures on 120 film, made to instructions, sent for processing. (No Nudes please) $5.00 per roll. Photographer, Box 252, Charlotte, N. C.

ILLUSTRATED Booklets. Interesting Photos, Mimeographed Stories, etc. Wholesale, Retail. Samples 25c. Catalog 10c. Wisco, P.O. Box 2475, Dept. PO 7, Paterson, N. J.

GOLD Imprinter, $3.25. Samples 10c. LaGarza, Box 177, Cambridge 39, Mass.

PERSONALIZE Photos, Mounts. Professional method. Free proofs. Ashalton's, 131-15 W. 42nd St., New York 18, N. Y.

"MODEL Beautiful." A New Live Review of Photogenic "Who's Who" plus illustrated Photo-Art Posing Guide of "How to do." $1.00 and stamped addressed envelope. Studio B, 2711 W. 7th St., Los Angeles, Calif.

WRITE 3 words, collect $7.65 on 10-second Demonstration to merchants, write on glass with Amazing Magic Crayon. Presto! 5 color advertising message takes fire, glows like brilliant Neon. Three sales daily bring $22.95 profit. Rush postcard for details, complete Sales Kit, free! Maxilume Co., 123 W. Hubbard, Dept. CL-62, Chicago 10, Ill.

NATIVE Girls of Samoa. Interesting set of 12 4x5 prints for $1.00. Oakley Photo Service, Gallatin, Tenn.

GORGEOUS Hollywood Models in unusual poses. New, different. 18 photos $1.00. 45 for $2.00. Free gift with each $2.00 order. Terry Thorne, P.O. Box 15535, Dept. PP, Crenshaw Station, Los Angeles, Calif.

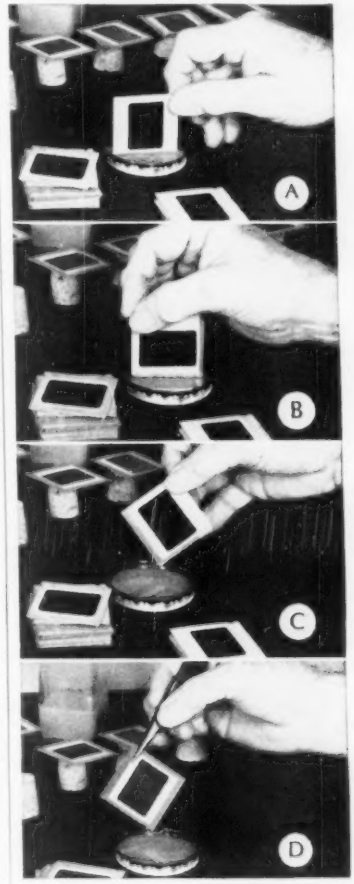
BATHING Beauties, eight different glossy photos, $1.00. Frederick Forman, 868 Lorimer, Brooklyn 22, N. Y.

MALE Photos. Perfect men in briefs. 10, 4x6, $3.00; sample, 50c. Dr. Frank Thompson, 919 4th, Manhattan 8, Kan. World's Leading Dealer.

SEALED IN Plastic. Pictures, card, etc. Moisture Proof, Dust Proof. Wallet Size, 25c. Perm-O-Seal Studio, P. O. Box 487, Bensenville, Ill.

Toughen Up Your Ready Mounts

A thin shellac varnish made from one part white liquid shellac and two or three parts of grain alcohol is a very good



toughener for ready mounts. After pouring ¼ inch of varnish into a jar lid, dip one side of the ready mount (A), dip adjacent side (B), drain off surplus at corner (C), and repeat operation for other two sides, using tweezers (D). When several mounts have been dipped, place them on corks to dry for a few

moments, as shown above, and repeat the dipping operation for the rest of the slides.—*S. S. Swink, Utica, N. Y.*

QUALITY COLOR PRINTS

NEW COLOR DEVELOPMENT

IMPROVED COLOR PROCESS, developed in our laboratory, produces quality unobtainable from any other source. You can now have color prints that really satisfy—no disappointments.

PERSONAL ATTENTION given to each order. Cropped to specifications, automatically color corrected when needed. A trial order will convince the most exacting color fan that our color prints are superior to any produced in the country.

NEW LOW PRICES

Full Size 2½x3½* 4x5 5x7* 8x10
Each.... **$0.30 $0.60 $1.25 $2.50**

*2½x4 and 5x8 on request.

SAVE C.O.D.Charges—Remit with Order

24 hour service—returned 1st class mail.

COLONIAL LABORATORIES
Color Division
1329 Milton Ave. Pittsburgh 18, Pa.

A Professional School

EST. 1938

ANTONELLI
SCHOOL OF PHOTOGRAPHY

PORTRAIT • COMMERCIAL
COLOR

APPROVED FOR VETERANS
SEND FOR CATALOG

1016-18 Chestnut St., Phila. 7, Pa.

Yankee
SAFE-LITE

Non-glare. Filter screws onto housing. Yellow filter supplied. Others available. At your dealer. Price, including excise tax, $2.18

WINDMAN BROS.
LOS ANGELES 22, CALIFORNIA, U.S.A.

35 MM QUALITY
FULL SIZE **36 EXP** 3¼ x 4½
$1.00 DEVELOPING
SEND TODAY!

Your film fine grain developed. Individual attention to each neg. No mass production methods used. You get guaranteed quality developing + 24 hour service. FREE mailers. Your choice: two prints from each. Negatives of one frame. Enlargement from each negative. 30c. 12 exp. 45c. 16 exp. 60c. FOTO-RITE, Inc. Box 28, Bath Beach Sta. Brooklyn 14, N. Y.

INDEX OF *Advertisers*

[While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.]

ADVERTISER	PAGE NO.
Accousticraft Corporation	137
Ace Art Co.	128
Ace Camera Exchange	90
Advertising Displays Inc.	150
Air Photo Supply Corp.	143
Airborne Sales Co., Inc.	115
Alfa Photo Corp.	120
Amateur Fotographic Services, Inc.	129
American Cinefoto Corp.	132
American Equipment Company, Incorporated	141
American Masterpieces	148
American School of Photography	123
Ansco	Second Cover
Antonelli School of Photography	156
Arcadia Mfg. Co.	142
Arco Movie Films, Inc.	108
Argus, Incorporated	30
Aristo Grid Lamp Products Inc.	122
Arrow Metal Products Co.	157
Atkinson Laboratory	126
Bahnsen, Axel	150
Barbeau's	132
Barnett & Jaffe	96
Bass Inc., Alfred	141
Bass Camera Co.	130
Bausch & Lomb Optical Co.	31
Bell & Howell	22, 23
Bellcraft Mfg. Co.	144
Bell's Photo Labs.	150
Beta Photo Laboratories	135
Better Pictures	150
Biel Corporation F.	126
Bloom's Camera Center, Inc.	142
Boisey Corporation of America	20
Bradford, James J.	131
Brano Camera Co.	150
Brooks	145
Brooks Institute of Photography	128
Brooks Manufacturing Company	151
Burke & James, Inc.	28, 29
Burleigh Brooks Co.	97
Bushnell Importers	151
C. B. S. Laboratories	150
Cadwell Corporation	106
Calichrome	149
Cameon Artcraft Co.	150
Camera, The	149, 151
Camera Craft Pub. Co.	150
Camera Services, Inc.	150
Cameras by Mail	138
Candid Photo Service	149
Candid Photographers Guild	150
Canyon Color Company	146
Capital Camera Exchange	144
Central Camera Co.	135
Century Precision Specialties Co.	151
Chicago Camera Co.	112
Chimacolor Laboratories	144
Cinemart Studios, Inc.	149
Cine Cameras Inc.	139
Cohen's Exchange Inc., Abe	129
Colonial Laboratories	156
Color Film Supply Company	149
Color Pictures, Inc.	152
Color Research, Inc.	145
Color Unlimited	116
Colorart, Inc.	146
Colorfax Labs.	120
Compco Corporation	106
Craig Manufacturing Co.	108
Customcraft	148
Daly, Robert M.	152
Delta Photo Supply	109, 110
Detroit Camera Works	147
Director Products Corporation	7, 107, 110, 125
Door, William H.	120
Dowlings	8, 9
Doyle, Edward J.	138
Duro-Tone Labs.	142
Eastern Photo Labs.	146
Eastman Kodak Co.	FOURTH COVER, 81, 82, 83, 84, 85, 86
Edmund Salvage Company	27
Ednalite Optical Co., Inc.	118
Edwards Film Grain Laboratory, Inc.	141
Eight-Sixteen Films	105
Electronic Products Co.	141
Elgeet Optical Co., Inc.	94
Epco Products Inc.	126
Ercona Camera Corp.	136
Eveready Color Laboratories	112
Exakta Camera Company, Inc.	157
FPG	129
Federal Instrument Corp.	133
Federal Mfg. & Engineering Corp.	100
Fidelity Manufacturing Co.	151
Flashback Sales	147
Fort Worth School of Photography	141
Foto-Rite Inc.	156
Foto-Rule Co.	149
Foto-Technica	138
Foto View	152
Fotomatch Co.	147
Fotoshop, Inc.	148
Freestyle Sales Co.	16
G-M Laboratories Incorporated	24
Gamerman's	151
Ganz Co., A. J.	151
General Camera Co., The	113
General Electric	Third Cover
Germain School of Photography	124
Gevaert Company of America, The	143
Glen Camera Products	148
GoldE Mfg. Co.	127, 135
Good Lighting	147
Gotham Film Company	146
Graflex, Inc.	17
Graphic Photo Service	152
Grindrod, George K.	142
Haber & Fink Inc.	122
Hartley Co., The	114
Heyland	10
Holtz & Lightburn	142
Hollywood Film Enterprises, Inc.	108
Hollywood Negative Service	146, 150
Industrial Timer Corporation	14
International Camera Corp.	151
International Films	147
International Sales Co.	132
Isenger Camera Exchange	136
Jay Dee Pictures	152
Kalart Company Inc., The	21, 117
Keys James V.	149
Klein, Inc., Sid	138
Kollock Industries	132
Laker Co.	148
Leitz Inc., E.	15
Levine Sons, Co., Geo.	124
Life Color Labs	115
Lisco Products Co.	147
Litwin Photo Lab.	149
Lutz, Andrew E.	146
Mail-Bag Film Service	132
Mansfield Industries Inc.	127
Mar-Bar Inc.	98
Marshall Photographers, Inc.	149
Mendelsohn Speedpan Co., Inc.	140
Mico Photo Products Co.	147
Micro Record Corp.	148
Midwest Color Lab.	149
Minicam Photo Labs.	149
Minifilm Camera Corporation	98, 99
Mintargements	120
Minox, Inc.	121
Mississippi Finishing	148
Mont-Blanc Chemical Co.	137
Morgan & Lester	134
Movie-Mite Corporation	106
Mystik Adhesive Products	136
MacDonald's Photos	148
MacPherson, Maxine	131
Nash Color Service	130
National Camera Exchange	119, 148
National Film Supply	108
National Photo Coloring School	129
National Photo Laboratories	126
Nega-File Co., The	144
New Institute for Film & Television	130
New York Institute of Photography	13
Ohio Photographic Co.	148
Olden Camera & Lens Co.	33
Ontario Travel	26

ADVERTISER	PAGE NO.
P & J Color Prints	151
Pacific Coast Film Co.	148, 150
Pacific Universal Products Corp.	149
Paillard Products, Inc.	3
Panoram Film Labs.	138
Par Products Corp.	149
Parker Co., Ben	149
Parker Whelen Co., Inc.	148
Peerless Camera Stores	18, 19
Penn Camera	88, 89
Perrin & Company, J. B.	145
Personalized Photos	146
Photo Lab., Inc.	136
Photo Fit Album Co.	146
Photo Mail Order Specialists	151
Photo Research Corporation	150
Photographers Handbook	147
Photocraft Laboratories	151
Photographic Industries, Inc.	148
Photomammoth Murals	147
Pictorial Frames	149
Polaroid Corporation	25
Porter Mfg. Co.	148
Pragan Camera Store	146
Premier Color Co.	146
Progressive School of Photography	114
Projection Print Photo Service	147
Provident Camera Shop	147
Quick-Set Inc.	104
R & M Products Development Co.	147
Ray-Vogue School of Photography	142
Reiham Products Co.	147
Republic Camera & Proj. Co.	148
Revere Camera Company	6
Richard Manufacturing Co.	151
Robin, Joseph	147
Rochester Laboratory, Inc.	140
Rochester Photo Color	149
Rochrig-Bielenberg Co.	118
Royalchrome of California	151
Saltzman, Inc., J. G.	130
Santa Monica Camera Exchange	148
School of Modern Photography, The	91
Seaside Films	148
Seymour's	118
Shostal Press Agency, The	147
Shull, D. Paul	146
Slide Co.	131
Southwest Photo-Arts Institute	132
Spear Products Company	147
Spiratone	11
Stark Films	146
Stasco Photo Associates	146
Sterling-Howard	5
Sunset Color Lab.	148
Superior Bulk Film Company	108
Surdan & Co., E.	149
Sylvania	114
Technical Oil Tool Corporation, Ltd.	104
Technitoto	132
Tele-Cam Instruments Co.	146
Tenplus Company, The	150
Testrite Instrument Co., Inc.	147, 151, 152
Three Dimension Company	131
Tiffen Manufacturing Corporation	147
Title Slides	150
Town Photoshop, The	151
Tri-Val Camera Exchange	146
United Camera Exchange	131
United Photo Tray Co.	139
Universal Photo Service	150
Urban, Al	144
Utilitron, Incorporated	157
Washington Color Photo	150
Wells-Smith Camera Company	150, 152
West-View	146
Westlake Camera Exchange	138
Weston Electrical Instrument Corp.	134
White Co., David	12
Whitehead Film Products	144
Willoughbys	95
Wilmot Sales Corp.	96
Windman Bros.	156
Wurth Mfg. Co.	144
Wolk Camera Co.	149, 152
Wollensak Optical Co.	158
Woodard School of Photography	126
Workrite Products Co.	151
World In Color Productions	108
York Photo Mount Inc., Mfrs.	146
Zeiss, Inc., Carl	116
Zionyx	142
Zip-Davis Publishing Company	92, 93, 111
Zusser Mfg. Co.	146

ANNOUNCING THE SENSATIONAL *Range O Matic*
THE 3-WAY PHOTO METER

It's an Automatic
FLASH CALCULATOR
EXPOSURE METER
RANGE FINDER

ONLY $4.95 INCL. FED. TAX
SUEDE LINED CASE $1.00

Utilitron proudly announces the Range O Matic—a multi-purpose meter for flash, flood and daylight photography.

The Range O Matic takes the guesswork out of photography . . . gives you automatic readings for uniform flash picture results . . . gives you also a fast and efficient exposure meter and a dependable range finder.

Ask your camera dealer to show you the Range O Matic, and demonstrate how this amazing instrument works . . . how it actually gives you 3 instruments for the price of one. Or write to us.

The Only Range-Coupled Flash Calculator in the World

UTILITRON
INCORPORATED
30 Church Street, New York, N. Y.

ARROW METAL PRODUCTS LIFT TRIPOD

With elevating panhead. Sensibly priced, durably constructed. Weighs approximately 3½ pounds. Telescopes to 70". Folds to 33¾". Available in a 2 and 3 section model. Two Section Model . . . $24.95 plus tax

3 Section Model, $34.50 plus tax
Choice of 8 models from $2.25 to $34.50 plus tax
See These At Better Dealers Everywhere.
WRITE FOR DESCRIPTIVE CIRCULAR

ARROW METAL PRODUCTS CO.
108 N. JEFFERSON ST. CHICAGO, ILL.

MODEL V

With Penta-Prism Eye-Level Reflex Viewfinder in Position

Latest Model—and Finest of Them All!
1950 KINE EXAKTA—MODEL V
35mm Single Lens Reflex Camera

Exakta cameras have long been the leading equipment for doctors, dentists, and scientists in their technical work. Now the Kine Exakta "V" has become the world's most versatile camera for them as well as the ideal of professionals and fans. You will welcome the two built-in, interchangeable viewfinders that form through the lens—for superb still shots and matchless follow-focus action photographs. With the new style outfit and all the advanced features you expect of a Kine Exakta, the Model "V" is the camera to buy!

See It at Your Franchised Dealer

Kine Exakta "V" with Waist-Level Viewfinder

f:3.5 Zeiss Tessar "T" Coated Lens	$180.00*
f:2.0 Schneider Xenon "T" Coated Lens	200.00*
f:2.0 Zeiss Biotar "T" Coated Lens	275.00*
f:1.9 Meyer Goerlitz Primoplan "T" Coated	210.00*
Penta-Prism Eye Level Reflex Viewfinder	60.00*
Extension Tube Set, Original Image	24.00
Microscope Adapter, Original Image	24.00

ALL PRICES ARE FAIR TRADED * Prices plus tax

EXAKTA CAMERA COMPANY, INC.
45 West 29th Street New York 1, N. Y.
Sales and Service Organization in the U.S.A.
For Ihagee Camera Works, Germany

Exakta owners give model & serial number of your camera in all correspondence.

FREE. Write Dept. 107 for Booklet "V" & Booklet On Close-Up Technique.

MODEL V

With Waist-Level Reflex Viewfinder in Position

Copyright 1950 Exakta Camera Co., Inc.

If Your Camera Has A Wollensak *Raptar* Lens and *Rapax* Shutter

You'll stop action cleanly . . . get a sharp picture with fine definition if you have a Wollensak Raptar lens and Rapax shutter. And for real professional results you need to be *three* places at once. With the *three* Raptars you can shoot *three* views from one spot. A wide angle Raptar gives you the all-over picture . . . a wide field. A telephoto Raptar brings the action right up close.

Your Wollensak dealer has a full line of fine quality Raptar lenses . . . fully color corrected and coated. You'll get excellent results with either color or black and white. Wollensak lenses are the result of fifty years of uncompromising optical craftsmanship, skillful design and fine workmanship.

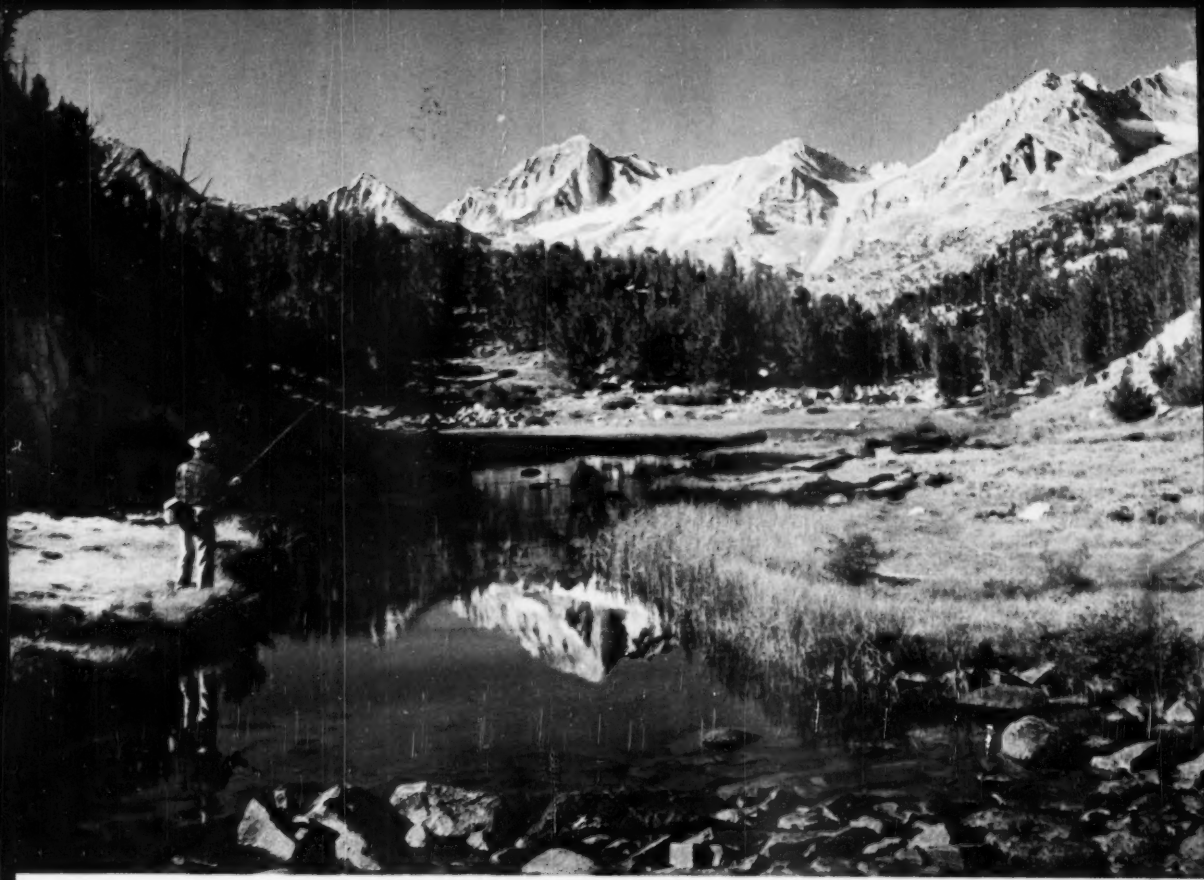
Wollensak OPTICAL CO., ROCHESTER 21, N.Y.
MEANS FINE LENSES

FOR THE PROFESSIONAL TOUCH YOU NEED 3 LENSES

WIDE ANGLE

NORMAL FOCUS

TELEPHOTO



"Fishing in the High Country", by Robert Holland

The way to Better Vacation Pictures ... Easier

"The meter with a MEMORY"

The Versatile PR-1 EXPOSURE METER

Spending vacation in Vermont, the Sierras . . . or on the move? Wherever you are, light conditions will be different. The General Electric PR-1 meter measures 'em all . . . helps your camera capture everything, as Robert Holland did in this sparkling color shot.

The PR-1 solves *any* exposure problem. And it's the *easiest* meter you can use. For reflected or incident readings . . . for movies or stills . . . you just *press, set,* and *read.* Try it at your dealer's and see! $32.50* General Electric Co., Schenectady 5, N. Y.

Robert Holland, specialist in outdoor pictures from coast to coast, says, "*In outdoor shots it's usually impossible to control lighting. That's why a G-E Meter is indispensable in capturing full color values.*"

Another outstanding G-E meter, Type DW-68 . . . . . $19.95*

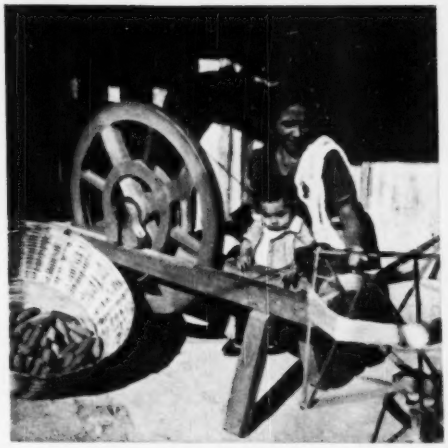
*Fair traded. Fed. Tax incl.

GENERAL ELECTRIC

No. 606-77

Kodacolor

A REPORT and an INVITATION



FROM A KODACOLOR PRINT

FROM A KODACOLOR ENLARGEMENT

Kodacolor Film, introduced in 1942 as a color film for users of roll-film cameras, has undergone unremitting research, experiment, and improvement. Today, with its integral masking, it is so really good that photographic sophisticates, well out of the snapshot class, find it an exciting, satisfying, challenging medium. We urge you to try a roll or two. We think you will be surprised. And pleased.

Eastman Kodak Company
Rochester 4, N. Y.

Kodak
TRADE MARK

Kodacolor Film is developed to a color negative by the Eastman Kodak Company without added charge. Prints and enlargements are charged separately. Your Kodak dealer will handle all transactions for you.